




Cacco Inc. | TSE Stock Code: 4166

Financial Results for the 2Q of FY2025

COPYRIGHT © 2025 Cacco Inc.

August 13, 2025



**Shaping the “Let’s Do It”
for a next game changer.**

Note: This document is an excerpt translation of the original Japanese document and is only for reference purposes. In the event of any discrepancy between this translated document and the original Japanese document, the latter shall prevail.

Table of Contents

- 1 FY2025 2Q Financial Results
- 2 FY2025 Full-Year Outlook
- 3 FY2025 Growth Strategy
- 4 Appendix

FY2025 2Q Financial Results

Net Sales – Steady Recovery

Cumulative net sales for 2Q increased +17.3% YoY to 407 million yen.

Operating Income – Continued Improvement Each Quarter

Cumulative operating loss for 2Q improved significantly to -65 million yen, compared to -148 million yen in the same period last year. This was driven by the completion of an upgrade to our EC-focused fraudulent order detection service, O-PLUX Payment Protection, for existing customers, which reduced server and data costs.

Optimization of personnel expenses also contributed, resulting in an operating margin improvement of +26.6 pt YoY, to -16.0%. With favorable market conditions as a tailwind, we plan to continue investing in R&D and advertising from 3Q onward, and currently expect to meet our full-year targets as planned.

Fraud Detection Services – Strategic Shift Driving New Lead Generation and Revenue Growth from Existing Customers

This fiscal year, we shifted our sales approach for fraud detection services from a product-based strategy to a market-domain-based marketing and sales strategy, resulting in an upward trend in lead generation.

Sales from existing customers of O-PLUX also increased, pushing cumulative 2Q recurring revenue from fraud detection services to 315 million yen (+28.6% YoY), representing 77.3% of total net sales.

※ Fraud detection services: O-PLUX (fraudulent order detection), O-MOTION (unauthorized login detection)

FY2025 2Q Financial Results Summary

FY2025 2Q Cumulative Net Sales

407 million yen

YoY **+17.3%**
Plan Progress **52.1%**

FY2025 2Q Cumulative Operating Income

- 65 million yen

YoY **-%**
Plan Progress **-%**

FY2025 2Q Cumulative Ordinary Income

- 64 million yen

YoY **-%**
Plan Progress **-%**

* In accordance with the Tokyo Stock Exchange's financial statement format, “-” is used for YoY and progress figures for operating income and ordinary income.

FY2025 2Q Cumulative Recurring Revenue from Fraud Detection Services*

315 million yen

YoY **+28.6%**

FY2025 2Q Cumulative Recurring Revenue Ratio (Fraud Detection Services)

77.3%

YoY **+6.8pt**

FY2025 2Q Cumulative Churn Rate (Fraud Detection Services)

0.39%

YoY **-0.15pt**

* Fixed monthly fees plus variable screening fees based on the number of screenings.

FY2025 2Q Financial Results Highlights

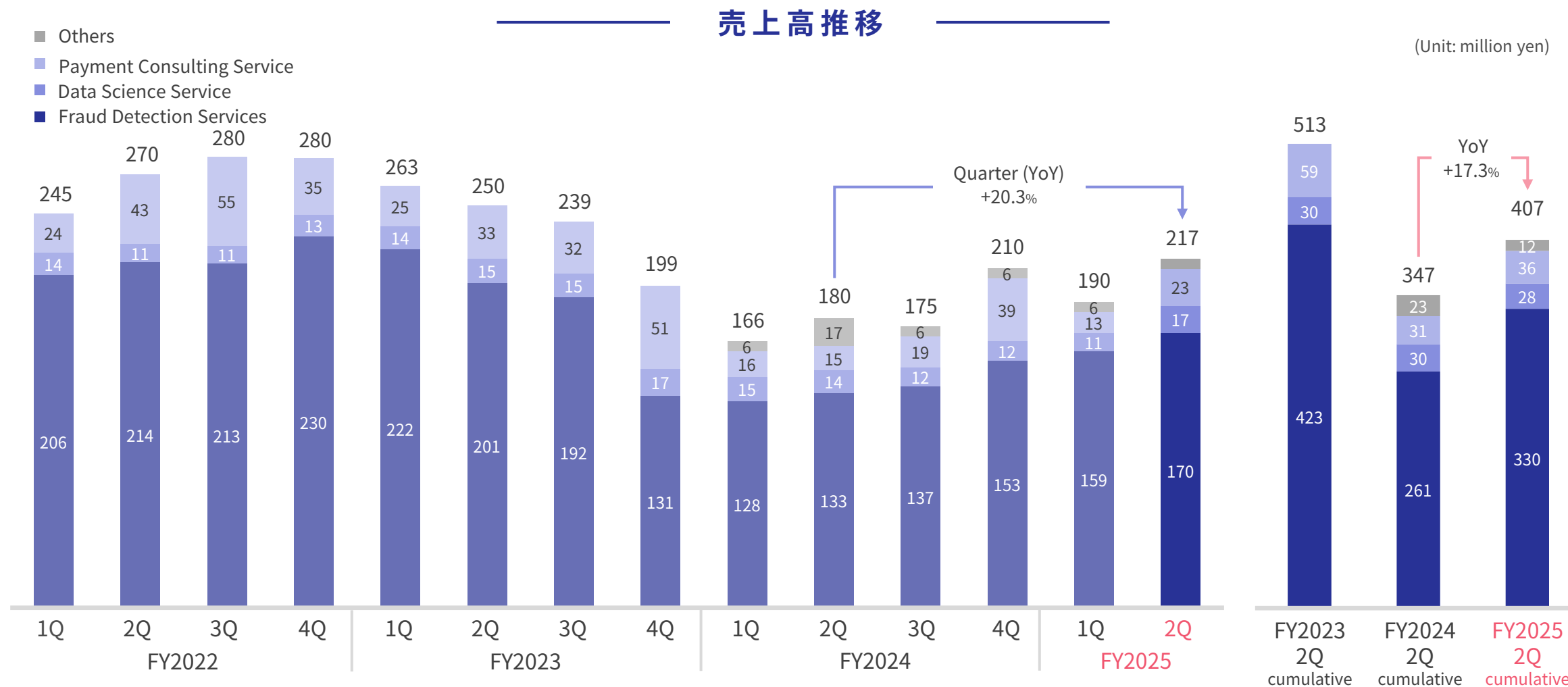
Cumulative net sales for FY2025 2Q totaled 407 million yen (+17.3% YoY), achieving 52.1% of the full-year plan. Operating income was -65 million yen, and ordinary income was -64 million yen.

(Unit: million yen)

	FY2022 2Q Cumulative	FY2023 2Q Cumulative	FY2024 2Q Cumulative	FY2025 2Q Cumulative	YoY Change	FY2025 Full-Year Forecast	Plan Progress
Net Sales	516	513	347	407	+17.3%	781	52.1%
(Net Sales of Fraud Detection Services)	421	423	261	330	+26.1%	664	49.7%
Operating Income	87	17	-148	-65	-	-222	-
(Operating income Margin)	16.9%	3.5%	-42.6%	-16.0%	+26.6pt	- 28.5%	-
Ordinary Income	88	17	-148	-64	-	-225	-
(Ordinary Income Margin)	17.2%	3.4%	-42.7%	-15.8%	+26.9pt	-28.8%	-
Net Income	60	10	-155	-64	-	-225	-

FY2025 2Q – Net Sales Trend

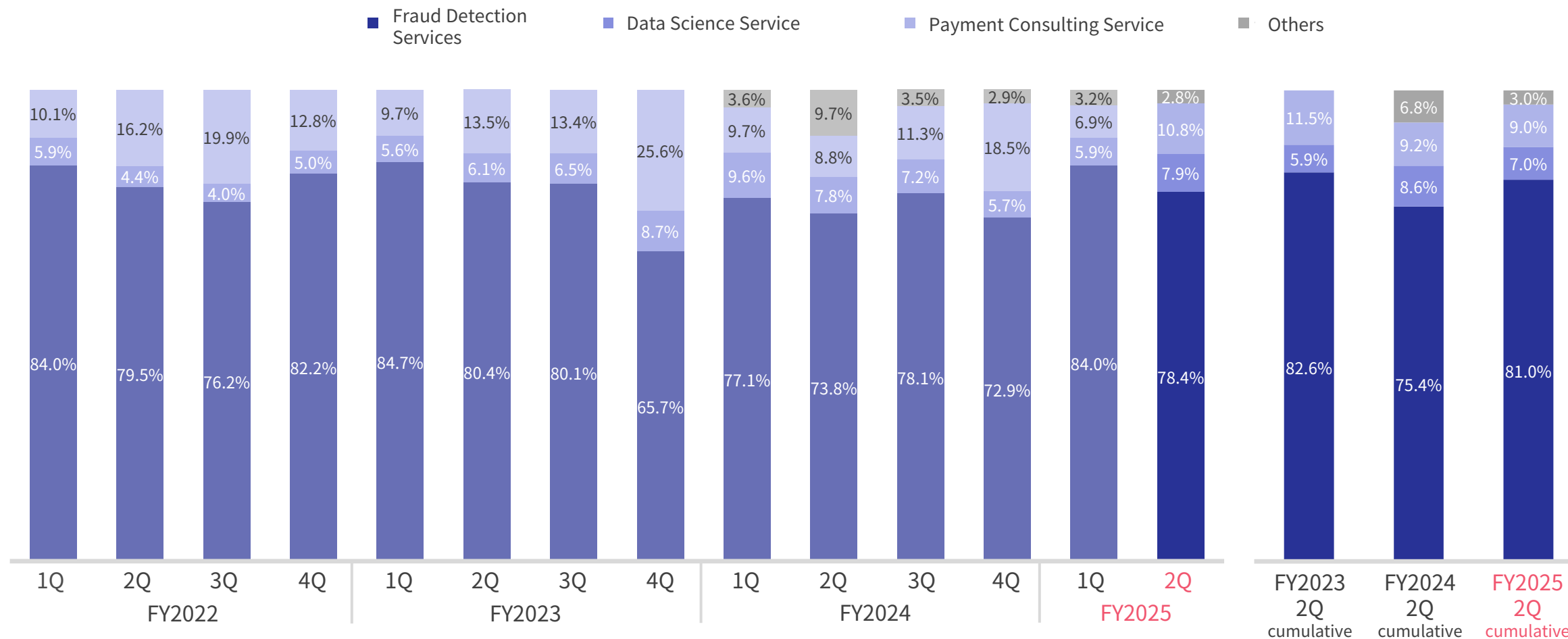
FY2025 2Q cumulative net sales reached 407 million yen (+17.3% YoY), achieving 52.1% progress toward the full-year plan. Sales of the flagship fraud detection service “O-PLUX” continued to perform strongly.



Note: “Other” includes sales from the SaaS-type BNPL system and other revenues.

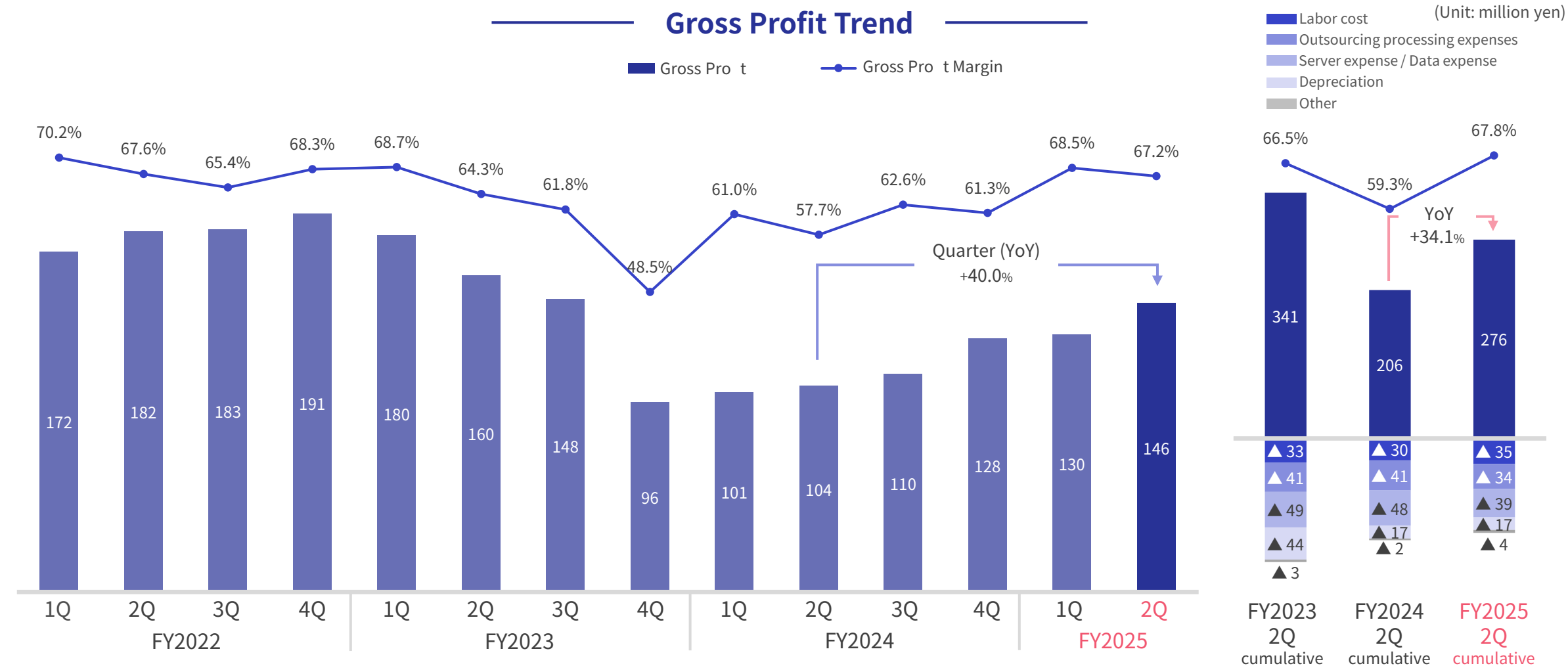
The sales composition ratio of our mainstay fraud detection services in FY2025 2Q cumulative results was 81.0% (+5.7 pt YoY).

– Trends in Sales Composition by Service –



※その他=SaaS型BNPLシステムの売上を含むその他売上

FY2025 2Q cumulative gross profit was 276 million yen (+34.1% YoY), with a gross profit margin of 67.8% (+8.5 pt YoY).
The completion of the upgrade to the O-PLUX fraud detection service for existing customers reduced server and data costs.

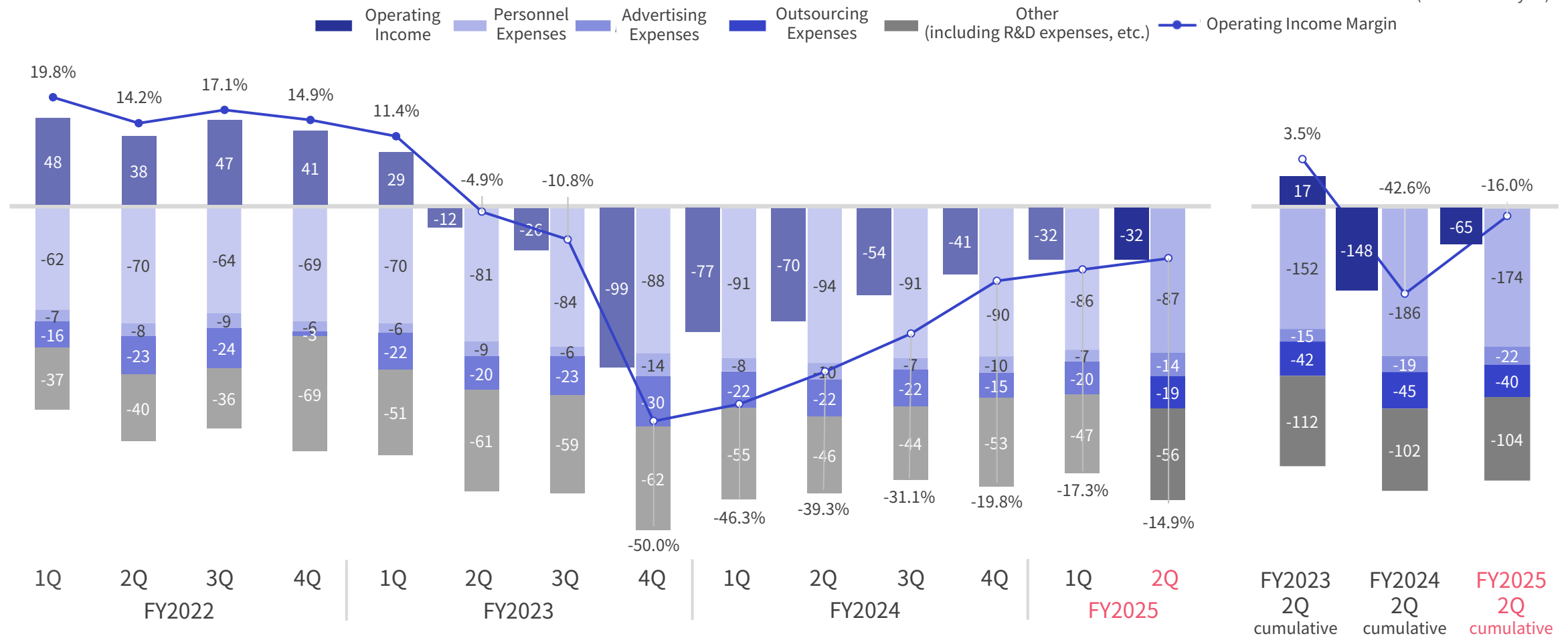


FY2025 2Q – Operating Income and SG&A Expenses Trend

FY2025 2Q cumulative operating income was -65 million yen, with an operating margin of -16.0% (+26.6 pt YoY).
The operating loss continued to narrow each quarter.

– Operating Income and SG&A Expenses Trend –

(Unit: million yen)

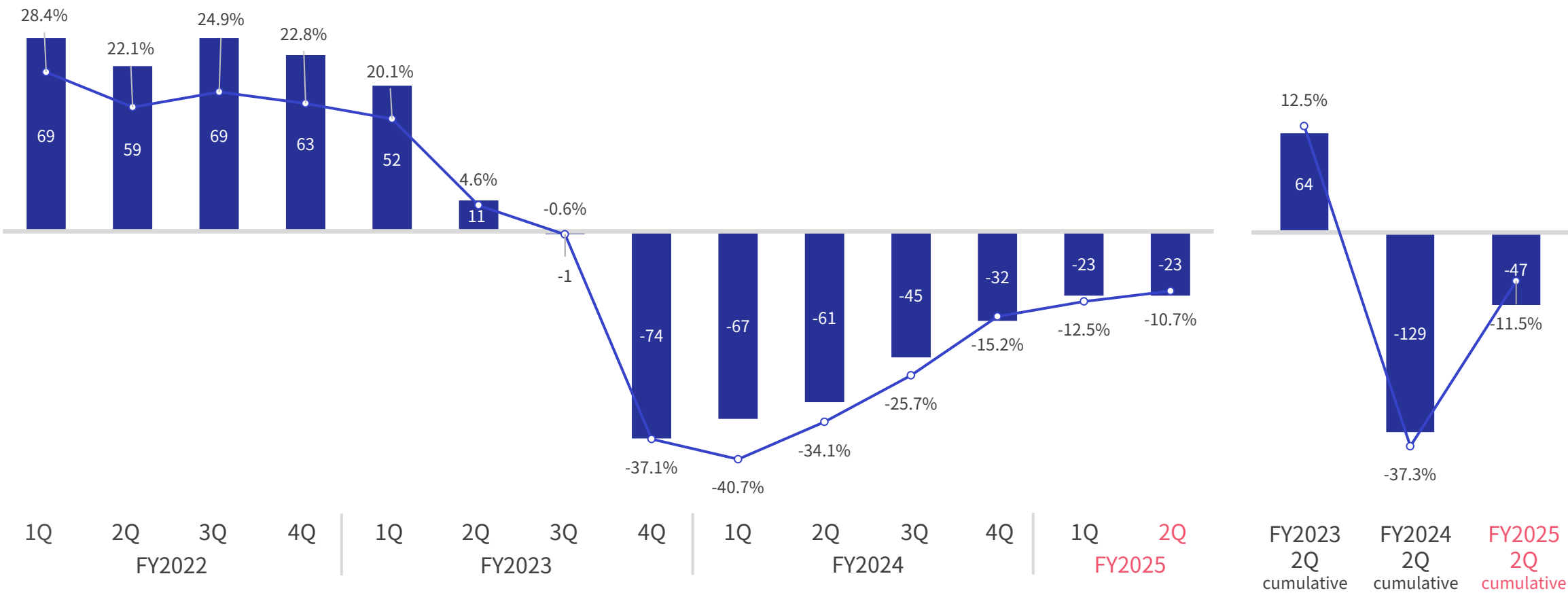


FY2025 2Q cumulative EBITDA was -47 million yen, with an EBITDA margin of -11.5% (+25.7 pt YoY).

EBITDA Trend

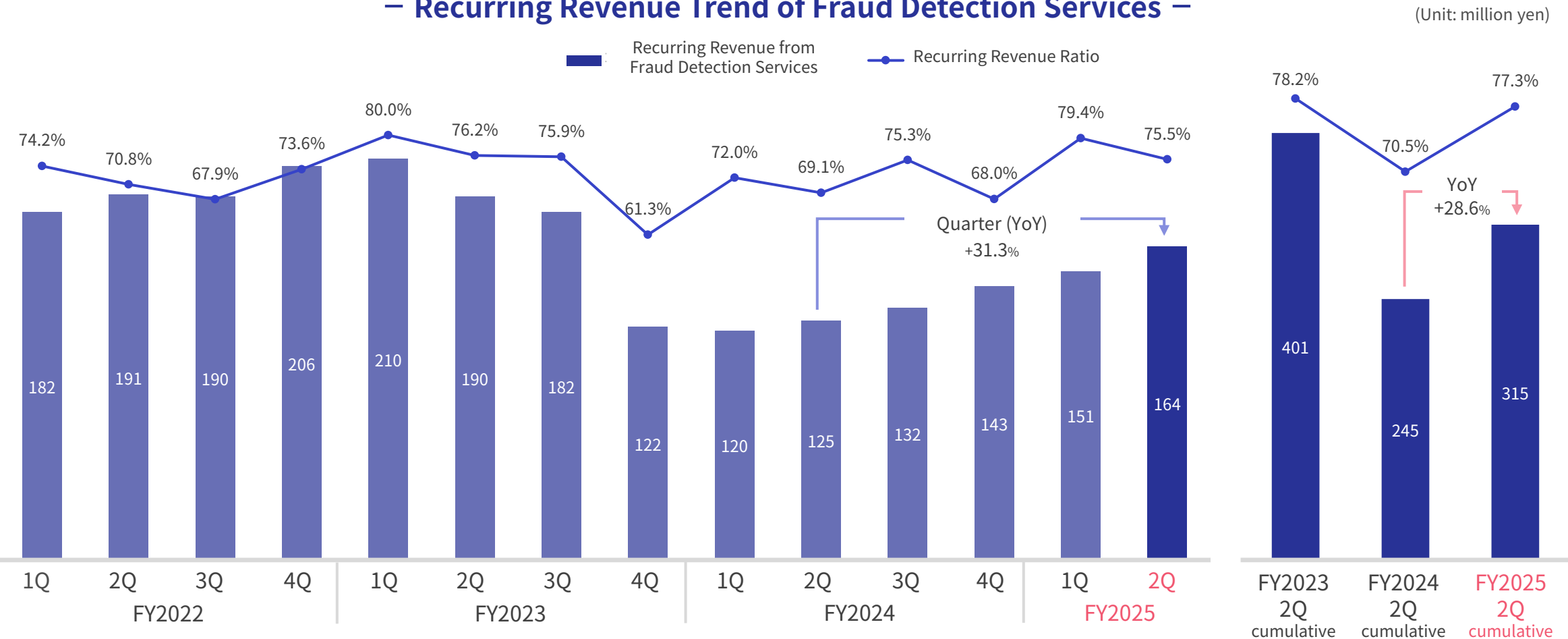
(Unit: million yen)

EBITDA EBITDA Margin



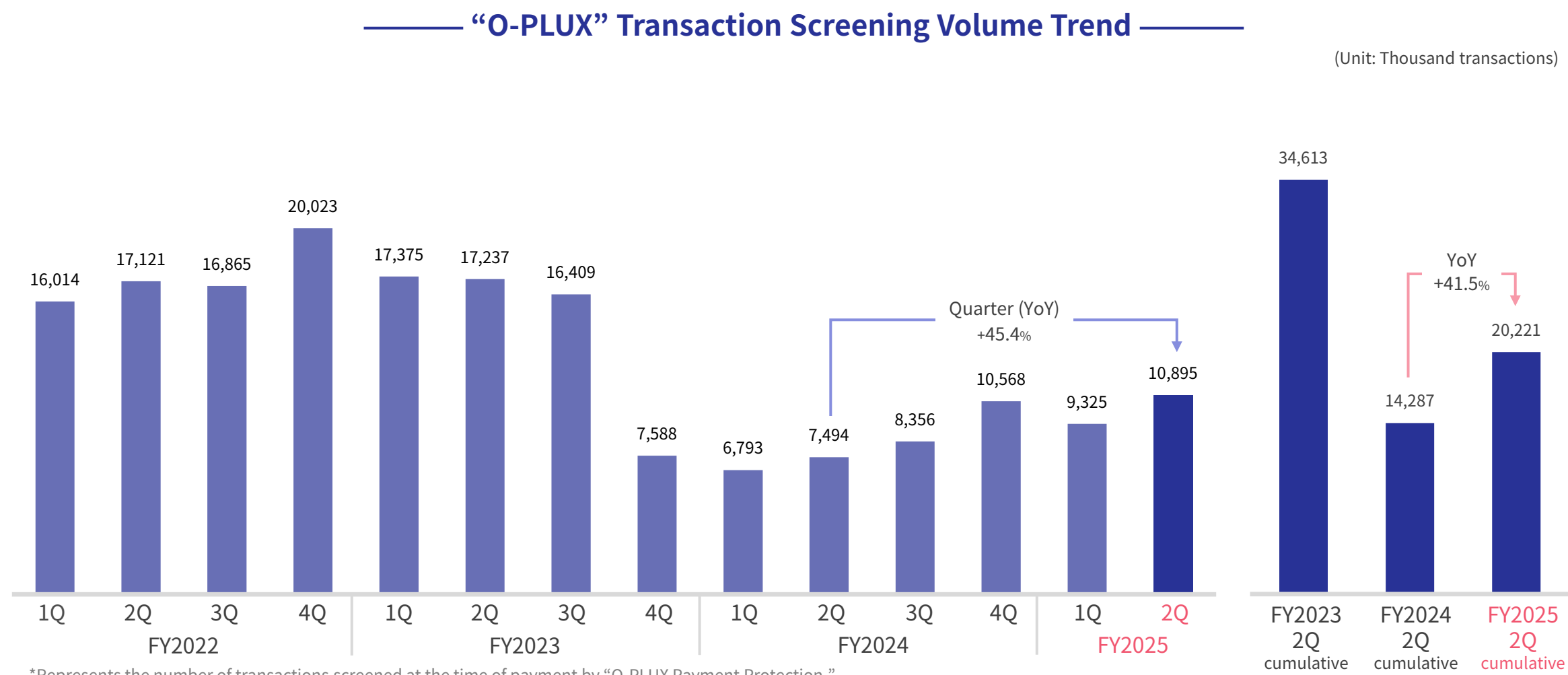
FY2025 2Q cumulative recurring revenue from fraud detection services was 315 million yen (+28.6% YoY), accounting for 77.3% of total net sales (+6.8 pt YoY). Sales of “O-PLUX,” our fraud detection service for e-commerce, continued to grow steadily.

– Recurring Revenue Trend of Fraud Detection Services –



Note: Recurring revenue refers to monthly subscription fees for the fraud detection services “O-PLUX” and “O-MOTION,” plus per-transaction screening fees based on the number of screenings (including “Fraud Checker”). Sales from the SaaS-type BNPL system are excluded.
The recurring revenue ratio is calculated as recurring revenue divided by total net sales from all services.

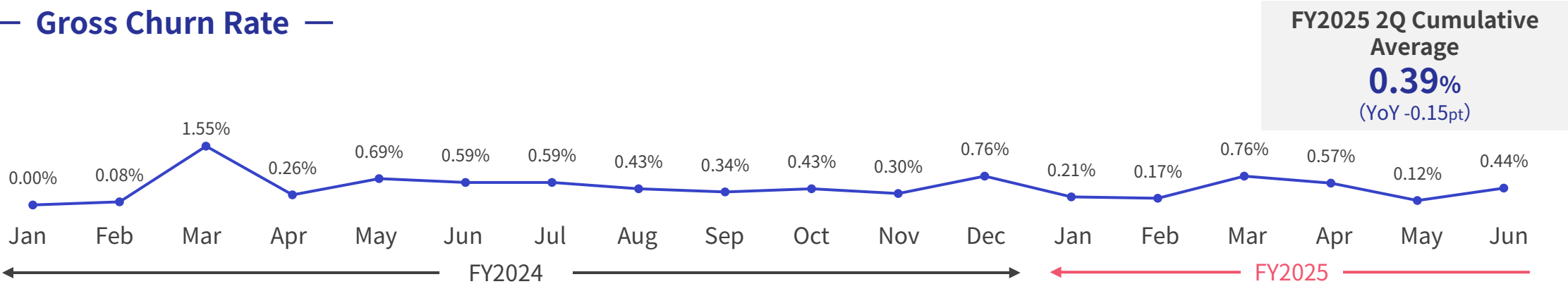
In FY2025 2Q cumulative results, the number of transactions screened at the time of payment by the fraud detection service “O-PLUX” increased by 41.5% YoY, continuing its growth trend.



*Represents the number of transactions screened at the time of payment by “O-PLUX Payment Protection.”
© Cacco Inc.

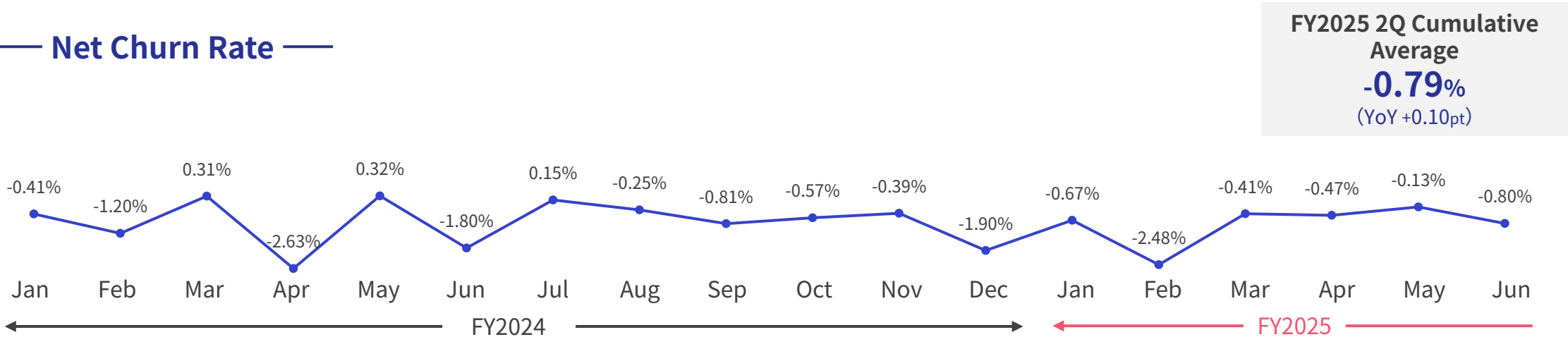
In FY2025 2Q cumulative results, the average monthly churn rate for fraud detection services was 0.39% (down 0.15pt YoY), remaining at a low level.

— Gross Churn Rate —



NOTE: Gross Churn Rate = Annual average of stock revenue lost from cancellations in a given month ÷ Stock revenue at the beginning of that month (excluding SaaS-based BNPL systems)

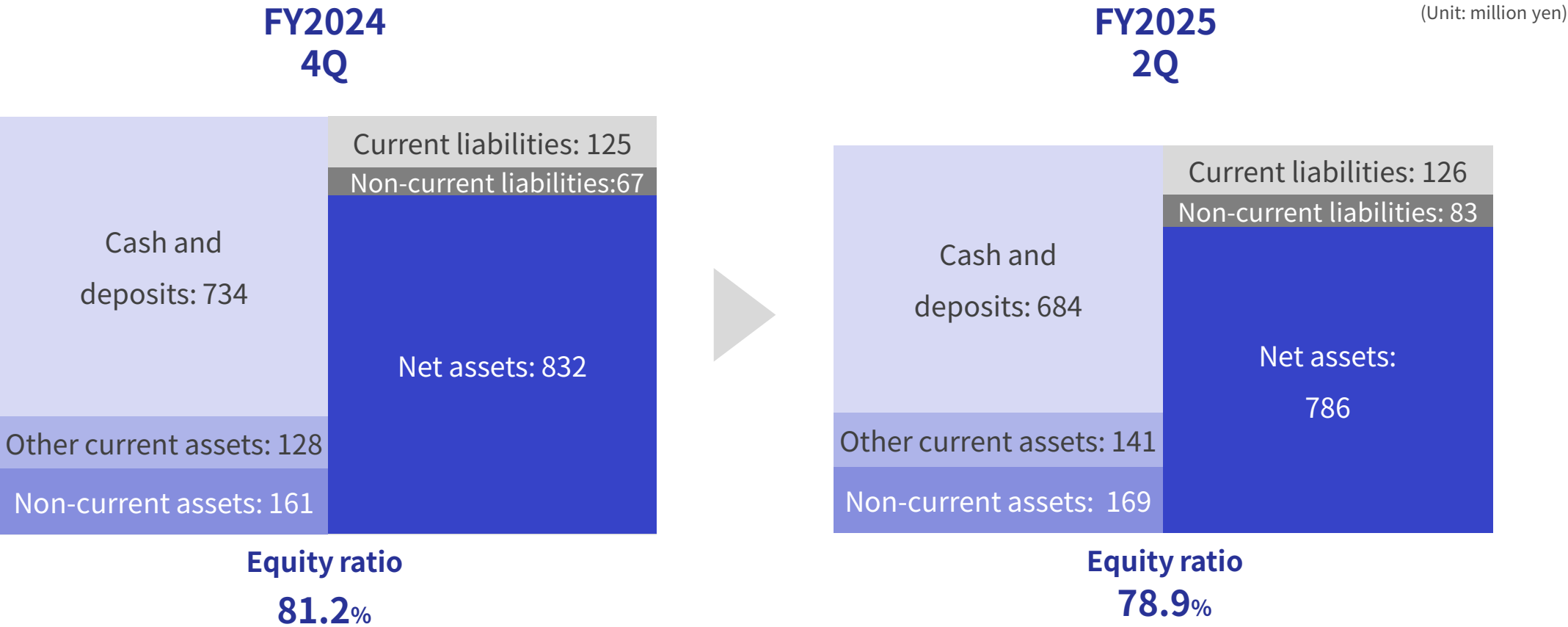
— Net Churn Rate —



NOTE: Net Churn Rate = (Annual average of stock revenue lost from cancellations in a given month – Stock revenue gained from new contracts in the same month) ÷ Stock revenue at the beginning of that month (excluding SaaS-based BNPL systems)

Assets:
Current assets decreased due to a decline in cash and deposits, while non-current assets increased due to a rise in investments and other assets.

Liabilities:
Current liabilities increased due to an increase in short-term borrowings, while non-current liabilities increased due to an increase in long-term borrowings.



FY2025 Full-Year Outlook

(Unit: million yen)

	FY2024 (Actual)	FY2025 (Forecast)	YoY Change
Net Sales	734	781	+6.5%
(Net Sales of Fraud Detection Services)	552	664	+20.3%
Operating Income	-244	-222	-
(Operating income Margin)	-33.3%	-28.5%	-
Ordinary Income	-254	-225	-
(Ordinary Income Margin)	-34.7%	-28.8%	-
Net Income	-255	-225	-
E P S (yen)	-93.74	-82.94	-

Net Sales: YoY +6.5%

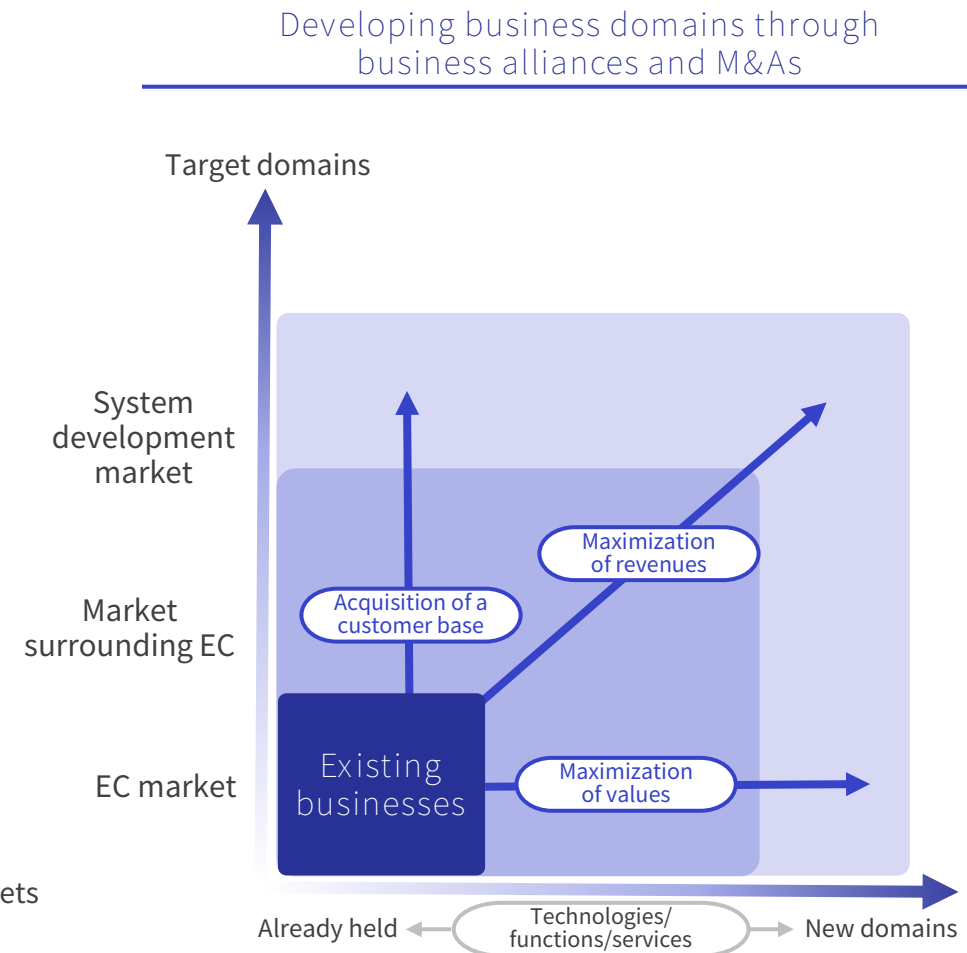
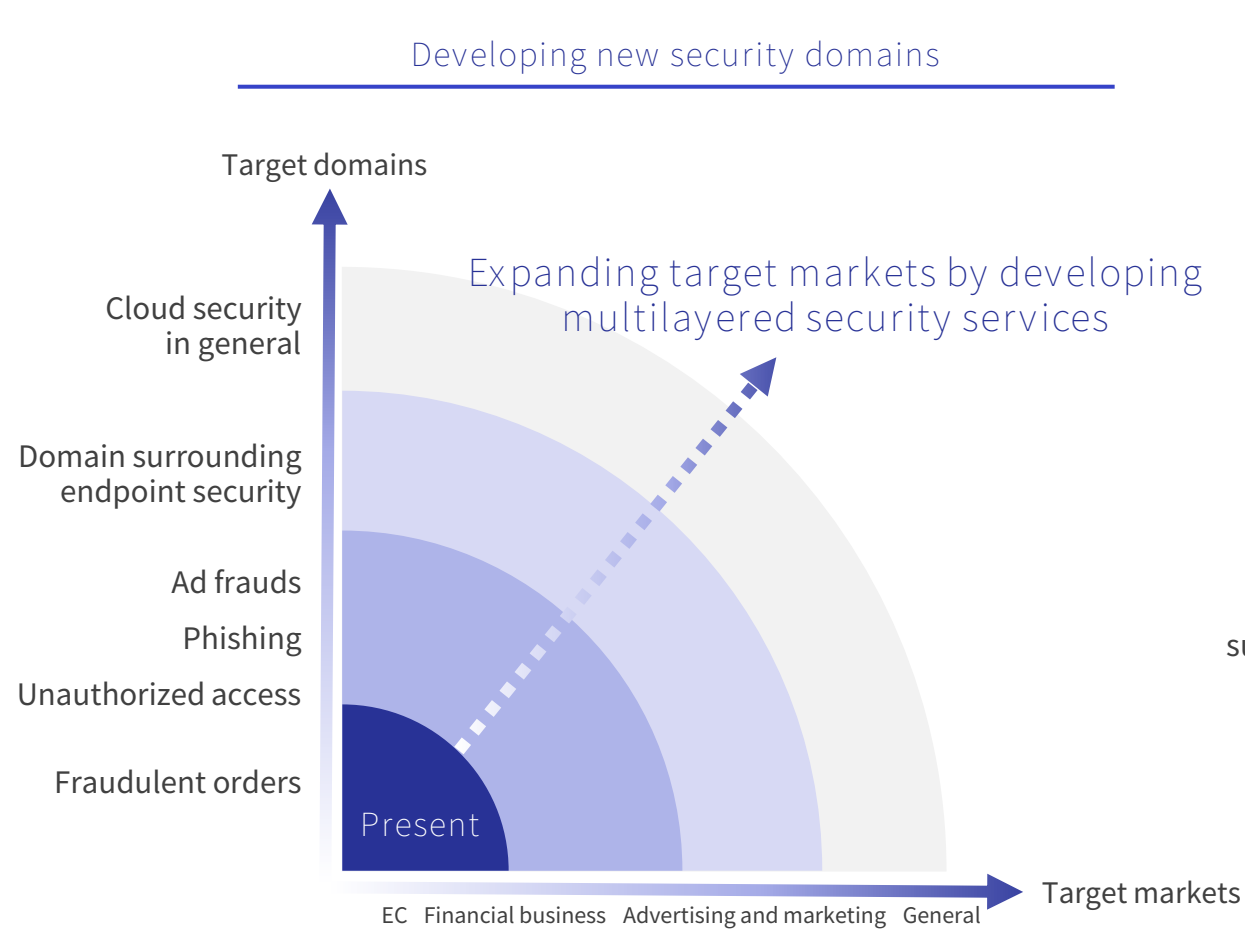
Sales of the core fraud detection service "O-PLUX" are expected to increase by 111 million yen (+20.3% YoY). However, this will be partially offset by a decline in sales from the payment consulting service. As a result, full-year net sales for FY2025 are projected at 781 million yen (+6.5% YoY).

Operating Profit: -222 million yen

Operating profit is forecasted at -222 million yen, reflecting investments in developing new functions aligned with market needs, as well as the reallocation of marketing and sales strategies by business domain to drive new customer acquisition and revenue growth.

FY2025 Growth Strategy

We will venture into new security fields and expand our target markets based on our fraud detection service, which is our current leading service. Furthermore, we aim to build up our unique business domains by extending our business areas through business alliances and M&As.

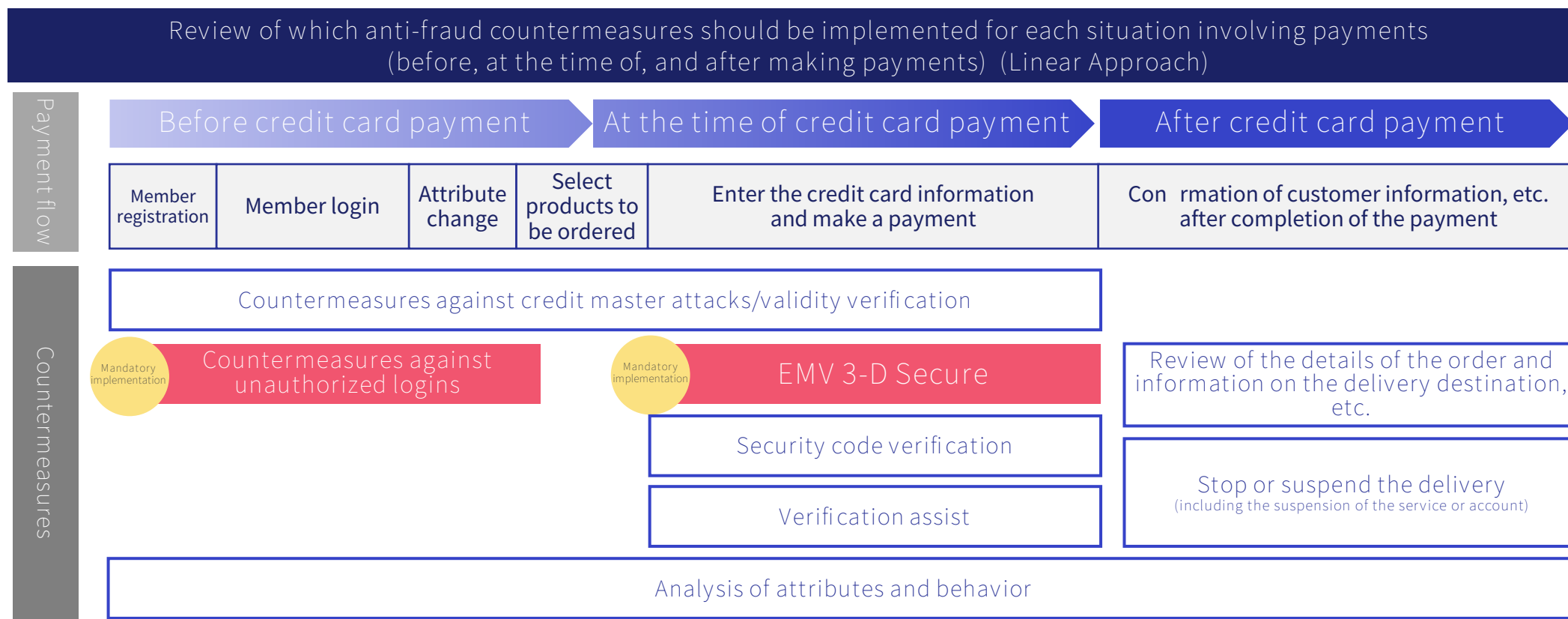


Provide trusted services as Japan's leading cybersecurity company
in the fraud detection service domain.

- 1 Maximally leverage the trend of strengthened fraud prevention regulations and **drive** further customer expansion by providing seamless fraud countermeasures through the fraud detection service O-PLUX.
- 2 Shift from a product-based strategy to a market-domain-based marketing and sales strategy to accelerate customer acquisition.
- 3 Drive the development of new features for the unauthorized login detection service O-MOTION and **expand** revenue by acquiring customers in the financial and EC domains.
- 4 Promote the building of new business domains through business alliances and M&As **to drive** revenue growth.

(1) Leverage the Trend of Strengthened Fraud Prevention Regulations - 1

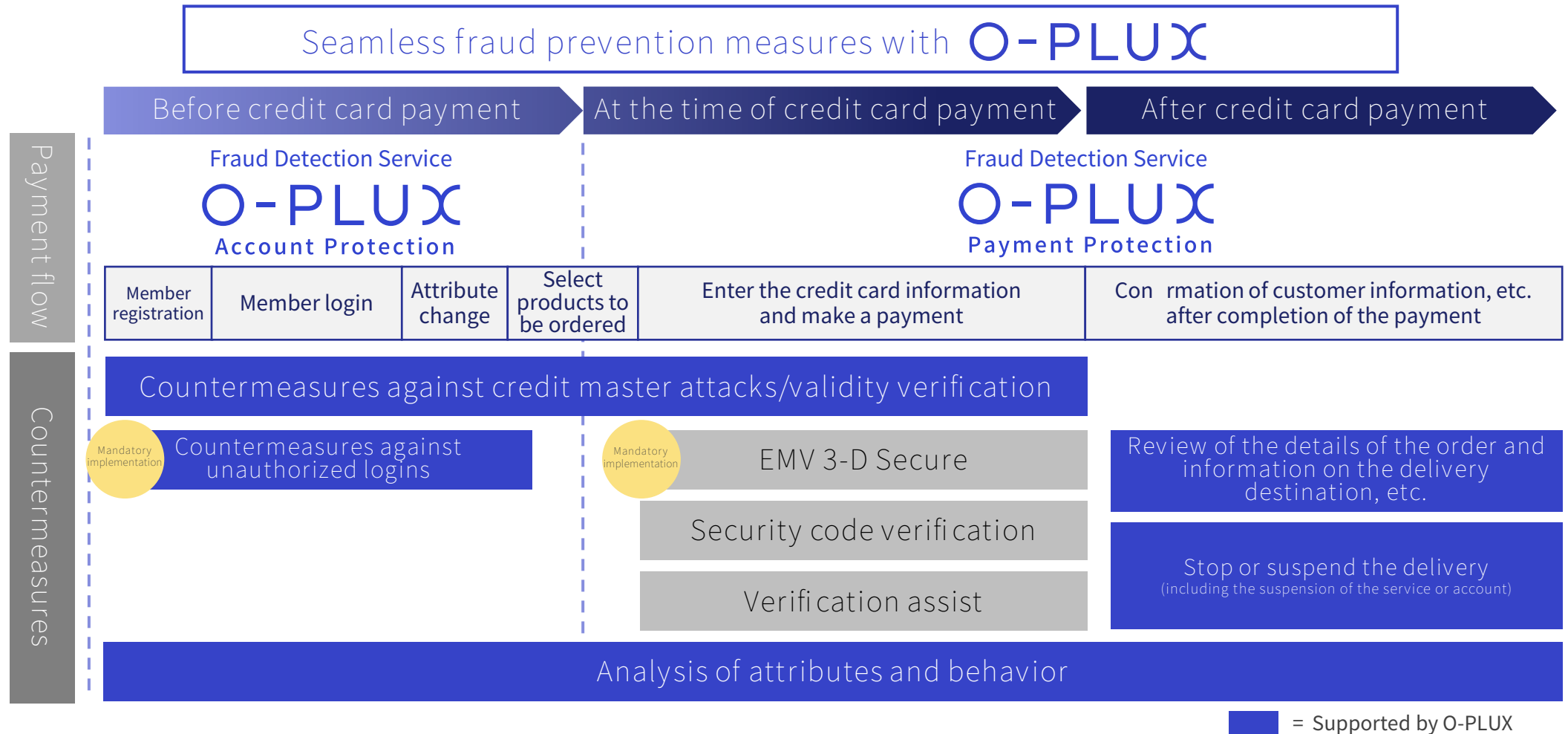
[The Credit Card Security Guidelines Version 6.0](#)^{*1} issued in March 2025 not only mandate that EC merchants implement EMV 3-D Secure^{*2} but also newly mandate the implementation of measures against unauthorized logins. The guidelines emphasize that for EC merchants, it is crucial to perceive the flow of credit card transactions as a line and to implement appropriate fraud countermeasures at each point along that line. This creates a favorable market environment for Cacco's fraud detection services, which can provide consistent countermeasures based on this Linear Approach.



*1 Issued by the Credit Card Transaction Security Countermeasures Council. (Secretariat: Japan Consumer Credit Association)

*2 Identity authentication services recommended by international credit card brands to ensure that credit card payments on the Internet are made more securely. Those services are collectively referred to as EMV 3-D Secure, although each brand uses a different name for those services.

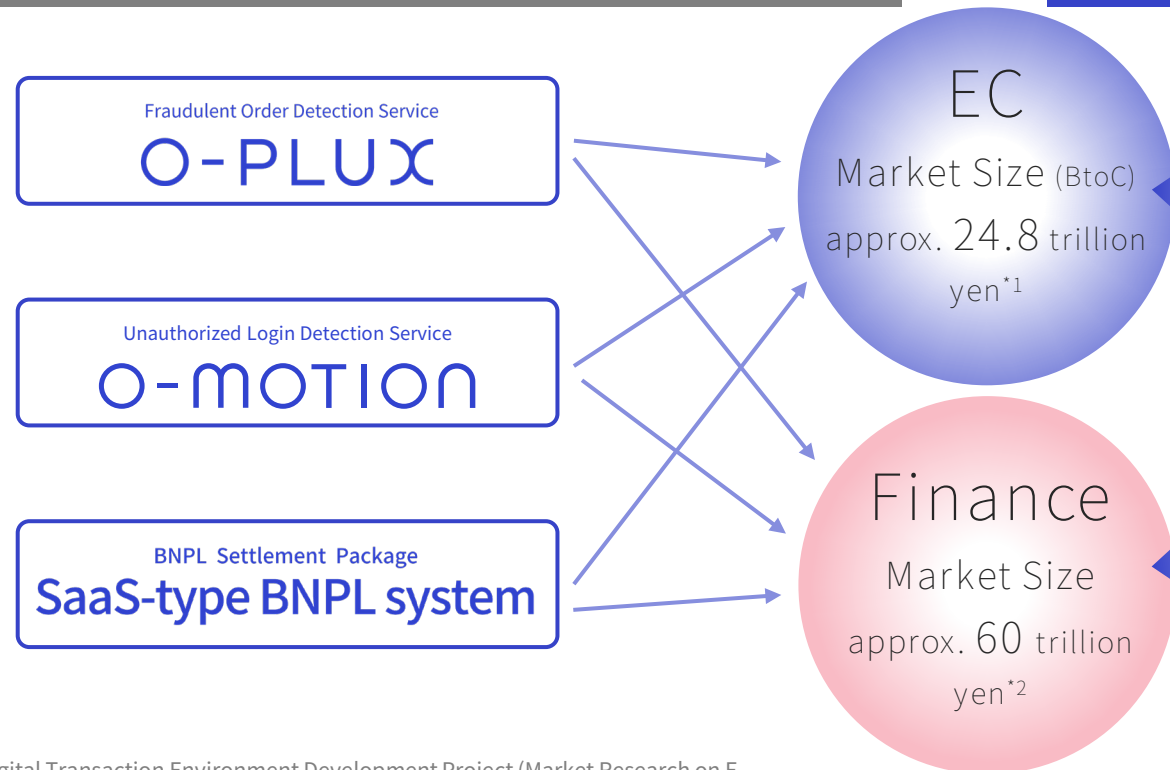
We will demonstrate to the market that seamless fraud countermeasures are achievable with O-PLUX, rather than relying on traditional, standalone security measures. Additionally, we aim to acquire new customers and to increase revenue by enhancing functionality to meet the needs of businesses that have yet to adopt our products as well as potential customers.



In response to the trend of strengthening fraud prevention regulations, we will accelerate the speed of customer acquisition by switching from a product-based marketing and sales strategy to a market domain-based strategy that provides end-to-end product solutions on a market domain basis.

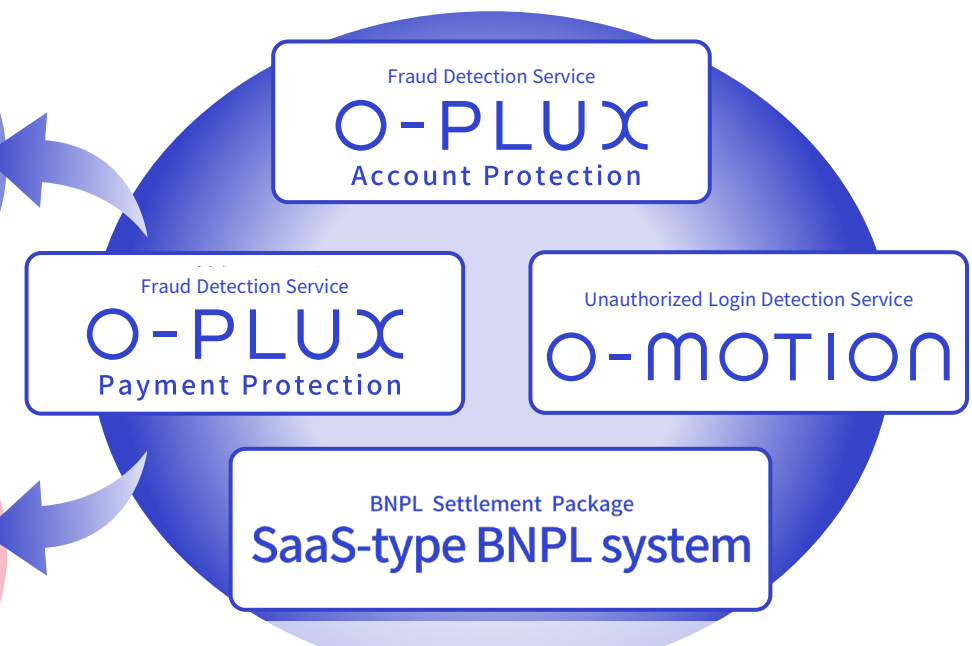
Traditional Strategy

Developed a market per product with a product-based strategy



Current Strategy

Develop markets with a domain-based strategy



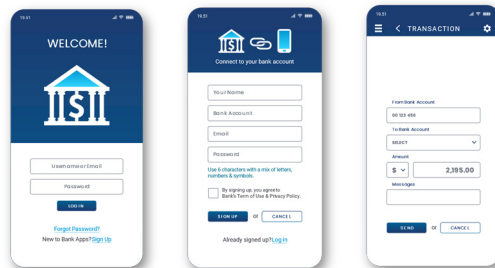
Approach each market domain with an end-to-end product solution strategy

*1: FY2023 Digital Transaction Environment Development Project (Market Research on E-Commerce) Ministry of Economy, Trade and Industry

*2: Industry Trends Research: Industry-Specific Market Size Rankings DigitalWorks Inc.

Companies that are considering the introduction of O-MOTION are increasingly seeking features such as mobile app compatibility, tools to streamline development prior to implementation, and enhanced authentication functions. To meet these demands, we will drive the development of new functions, which will enable us to expand into the EC and Finance domains, where adoption has thus far been limited, and accelerate new customer acquisition to drive revenue growth.

New Feature Development

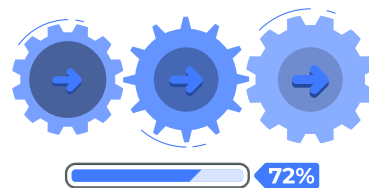


Mobile app compatibility

* Released in July 2025



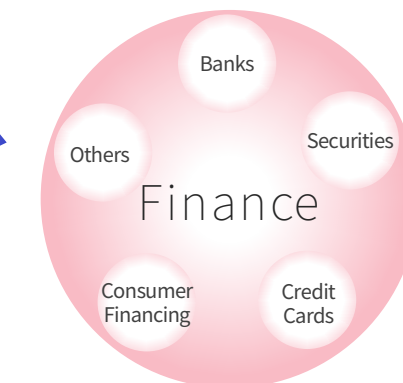
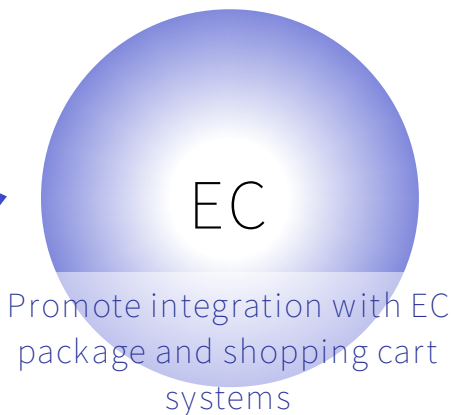
Enhanced authentication functions



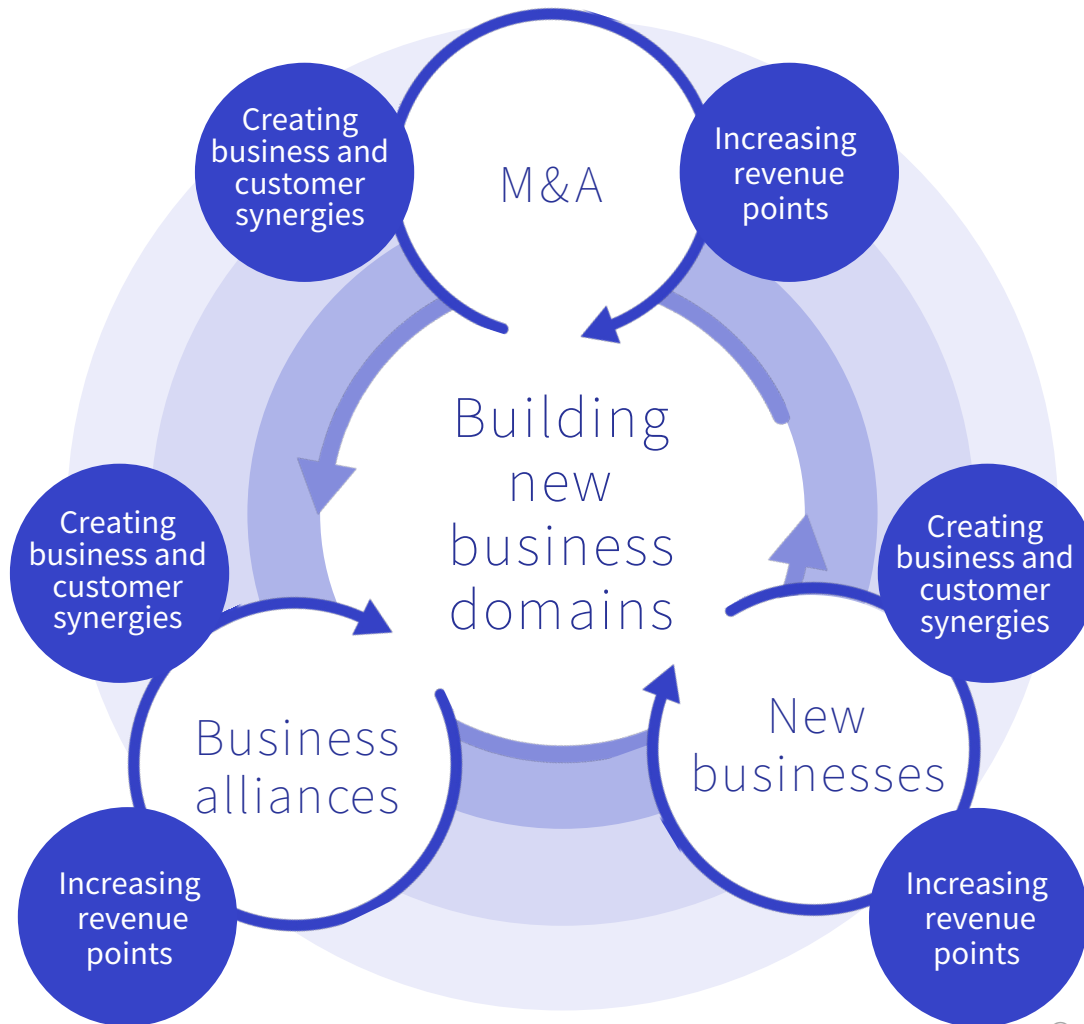
Streamlining of development prior to implementation



Acceleration of New Customer Acquisition



We do not limit ourselves to existing business domains, but proactively utilize business alliances and M&A to acquire new business domains and markets, aiming for phase-based growth.



We will proactively utilize business alliances and M&A to build new business domains, aiming to generate synergies among businesses and customers, promote phase-based growth through increasing new profit points, and increase company-wide profits. In addition, we will utilize profits so obtained to make investments to further acquire new business domains and drive our cycle of building new business domains.

Appendix

Cacco Evolutionary Purpose

Shaping the “Let’s Do It” for a next game changer

The Cacco Evolutionary Purpose embodies our desire to contribute to the development of the Japanese economy by supporting people and companies that are taking on the challenge of making the world a better place.

When the company was founded, there was little fraud in Internet transactions, and there were no fully functional fraud detection services in the world. But we believed that in the near future, there would be a wide variety and high volume of fraudulent activities in all Internet transactions, including e-commerce.

Almost a decade later, as we predicted, fraudulent activity is occurring in all kinds of Internet transactions, and the methods are becoming more complex, evolving and expanding. Since the release of O-PLUX in 2012, we have continued to develop it so that it can adequately respond to evolving threats, and as a result, it is currently the No. 1* installed security solution in Japan.

As a company that creates new value through security, payment, and data science technologies, Cacco will continue to strive to realize the Cacco Evolutionary Purpose and sustainably increase its corporate value.



* TOKYO SHOKO RESEARCH, LTD., Survey on the number of EC sites in Japan introducing paid fraud detection service, (as of the end of March 2025)

Company Profile

Company name	<u>Cacco Inc.</u>
Representative	Hiroyuki Iwai, Representative Director, President and CEO
Business description	Provision of SaaS-type Algorithms (Fraud detection services, payment consulting services, and data science services)
Capital	13,145,000 yen
Listed on	Tokyo Stock Exchange, Growth Market (Stock Code 4166)
Founded on	January 28, 2011
Address/TEL	1-5-31, Motoakasaka, Minato-ku, Tokyo, JAPAN TEL: 03-6447-4534
Patents	Patent #6534255, #6534256, and #6860156
Certifications	ISMS (Information Security Management System) ISO/IEC 27001:2013 JIS Q 27001:2014 Registration number: IA120255 Privacy Mark® #10824248

History

2011	January	Establishment of business (Fraud prevention consulting)
	November	Start of payment consulting service (Payment system development and consulting for BNPL* business operators)
2012	June	Release of O-PLUX, a fraudulent order detection service
2015	January	Start of data science service (Data analysis and algorithm development for industries including retail and manufacturing)
2016	July	Release of O-MOTION, an unauthorized login detection service
2020	December	Listing on the TSE Growth Market
2021	October	Entry into a capital and business alliance with Eltes Co., Ltd.
2022	December	Release of the SaaS-type BNPL system, a BNPL settlement package
2023	February	Entry into a capital and business alliance with Value Creation Inc.
	June	Release of Impenetrable Defense Pack for Phishing, an anti-phishing package
2024	April	Release of Irohani Analysis, a marketing support service
	September	Release of Mail Validator, an email address checking service

* BNPL: Abbreviation for Buy Now Pay Later, post-payment settlement

Media Coverage Record (1) (FY2023–FY2025) *Media Coverage Record (FY2023–FY2025)

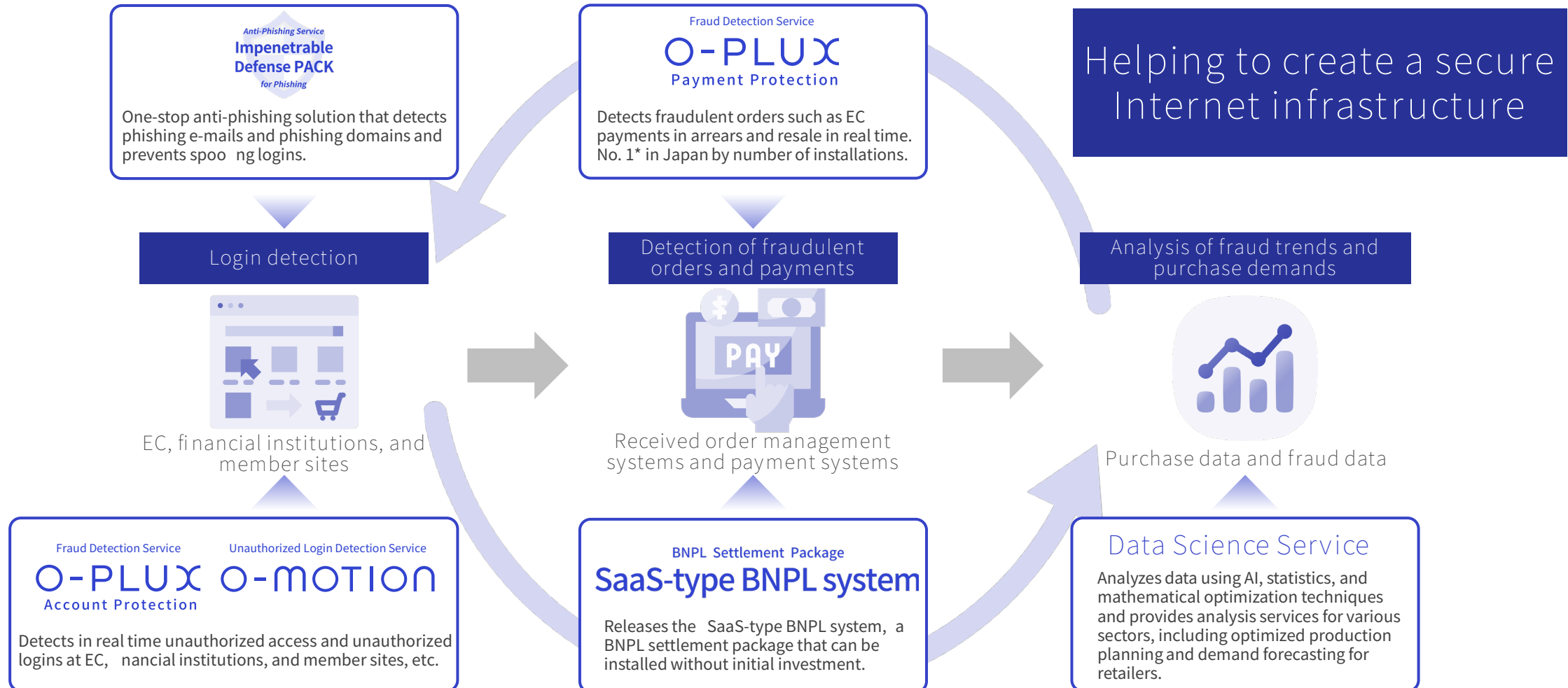


Publication Month	Type	Publication Media	Content
July 2025	Web	Internet and security specialized media “INTERNET Watch”	Introduction of a seminar on countermeasures against securities account takeover fraud (speaker at a cybersecurity organization-hosted seminar)
June 2025	Web	IT information specialized media ITmedia Enterprise	Contribution regarding credit card fraud
June 2025	Newspaper	Nihon Keizai Shimbun	Featured in an article on men’s childcare
May 2025	Newspaper	Nihon Keizai Shimbun	Explanation and provision of our data on credit card fraud trends
April 2025	Newspaper	Nihon Keizai Shimbun	Explanation of our company’s data on credit card information leakage
March 2025	Web	Nikkei Group’s technology information site “Nikkei xTECH”	Explanation of credit card fraud methods
March 2025	Web	Nikkei Group’s technology information site “Nikkei xTECH”	Data provision and our company’s comments on credit card information leakage
March 2025	Newspaper/Web	Asahi Shimbun	Introduction of our company’s survey data on credit card fraud
February 2025	Web	Jiji Press’s government news site “iJAMP”	Commentary on phishing frauds and fraudulent activities related to Japan’s <i>Furusato Nozei</i> (hometown tax allocation) system
December 2024	Web	Business media “BUSINESS INSIDER”	Introduction of the reality of and countermeasures for credit card fraud, supported by data
December 2024	Web	Yahoo! Japan News	Explanation of the results of a consumer survey on credit card fraud
October 2024	TV	TV Asahi’s “Good! Morning” program	Explanation of the current situation of and countermeasures for credit card fraud
October 2024	Web	“FNN Prime Online,” the news website of the Fuji Television Network’s 28 FNN station	Credit card fraud on EC sites and measures by EC merchants
August 2024	Newspaper	Sankei Shimbun	Explanation of credit card fraud, including credit master attacks
July 2024	Newspaper/Web	Asahi Shimbun	Introduction of credit card fraud on EC sites and measures by GEO HOLDINGS CORPORATION
June 2024	Web	“payment navi,” a credit card information portal	Introduction of a study session for the media with Tobila Systems Inc.
May 2024	TV	Kansai Television “news runner”	A detailed explanation of credit card fraud methods and countermeasures
April 2024	TV	NHK Fukuoka “Rokuichi! Fukuoka”	Explanation of measures to prevent information leaks and their damage
April 2024	TV	Tokyo Broadcasting System Television “Information 7 Days Newscaster”	Introduction of damage caused by credit card fraud and its countermeasures
April 2024	TV	Fuji Television Network “Mezamashi 8”	A detailed explanation of the reality and methods of credit card fraud

掲載月	種別	掲載メディア	内容
April 2024	Newspaper/Web	Asahi Shimbun	Trends in EC credit card fraud and our comments on the trends
March 2024	Newspaper/Web	Nihon Keizai Shimbun	Expert comments on measures against online shopping fraud
March 2024	Magazine	“Monthly Automatic Recognition,” a specialized magazine on automatic recognition technology in general	Introduction of a data-science-based fraud detection service
February 2024	TV	Nippon Television Network “DayDay.”	Introduction of our company as a card fraud prevention service provider
February 2024	Web	VIETJO - Vietnam news general information site	Introduction of our business partnership with Suganuma Group for human resources support
February 2024	Web	NNA ASIA - Asian economic news and business information	Re-introduction of our business partnership with Suganuma Group
January 2024	Web	Yahoo! Japan News	Explanation of fraudulent methods related to Japan’s <i>Furusato Nozei</i> (hometown tax allocation) system and damages
November 2023	Newspaper/Web	Yomiuri Shimbun	Introduction of our research data on measures against credit card fraud
November 2023	Newspaper <small>*Web: Tokyo Shimbun</small>	Chunichi Shimbun	Introduction of detailed data on credit card fraud countermeasures
November 2023	Web	Tokyo Shimbun	Posting of our company’s data on credit card fraud countermeasures
November 2023	Newspaper/Web	Asahi Shimbun	Overview of fraudulent order damage suffered by MTG Co., Ltd. and countermeasures for the same
September 2023	Magazine	General weekly magazine “Weekly SPA!”	Explanation of causes and countermeasures for the increase in credit card fraud
September 2023	Magazine	Card industry magazine “CardWave”	Explanation of the current situation regarding phishing damage and key countermeasures
August 2023	Newspaper/Web	Asahi Shimbun	Countermeasures against credit card fraud in online shopping and phishing frauds
August 2023	Newspaper/Web	Asahi Shimbun	Explanation of fraudulent order damage and countermeasures in online shopping
July 2023	Newspaper/Web	Nihon Keizai Shimbun	Introduction of our company as a provider specializing in anti-resale measures for online shopping
July 2023	Web	Jiji Press’s news site “Jiji.com”	Introduction of credit card fraud and countermeasures for online shopping
July 2023	Web	“Money Gendai,” a website on investment, finance, and economics operated by Kodansha Ltd.	Explanation of credit card fraud methods, including credit master attacks
June 2023	Web	Yahoo! Japan News	Explanation of phishing frauds and SIM swap fraud techniques
June 2023	Web	“Nikken Online,” a financial industry trade magazine	Introduction of the background and effects of the O-MOTION implementation by the Bank of Fukuoka, Ltd.

掲載月	種別	掲載メディア	内容
May 2023	TV	Fuji Television Network “Mezamashi 8”	Explanation of the reality of and methods behind rapidly increasing credit card fraud
May 2023	Web	“AERA dot.,” the news and information website of Asahi Shimbun Publications Inc.	Explanation of the latest methods and countermeasures for credit card fraud
April 2023	Magazine	Card industry magazine “CardWave”	Introduction of the deferred payment market and the SaaS-type BNPL system
April 2023	TV	TV Asahi’s “Saturday Station”	Explanation of the reality of credit card fraud, with the latest examples
March 2023	Web	“Nikkei FinTech,” a magazine specializing in digital finance	Issues with BNPL and introduction of the SaaS-type BNPL System
March 2023	Newspaper/Web	Asahi Shimbun	Posting of data on the status of fraud prevention measures by mail-order business operators
February 2023	Newspaper/Web	Nihon Keizai Shimbun	Introduction of data from credit card information leak investigations and our company’s comments
February 2023	Web	Trend magazine “@DIME”	Background to the development of the fraudulent order detection service O-PLUX

We help to create a secure Internet infrastructure from entrance to exit by providing our core fraud detection services, payment consulting services, and data science service.



* TOKYO SHOKO RESEARCH, LTD., Survey on the number of EC sites in Japan introducing paid fraud detection service, (as of the end of March 2025)

Security

Fraud Detection Service

Fraud Detection Service

O-PLUX
Payment Protection

Detect fraudulent orders such as payments in arrears in EC payments and resale in real time. No. 1*1 in Japan in terms of number of installations.

Fraud Detection Service

Unauthorized Login Detection Service

O-PLUX **O-MOTION**
Account Protection

Detect in real time unauthorized access and unauthorized logins at EC, financial institutions, and member sites, etc.

Anti-Phishing Service
**Impenetrable
Defense PACK**
for Phishing

One-stop anti-phishing solution that detects phishing e-mails and phishing domains used to fraudulently obtain information, preventing spoofing logins using such fraudulently obtained personal information.

Recurring revenue type

Payment

Payment Consulting Service

Non-recurring revenue type

Provide payment systems and other consulting services for the BNPL*2 business to payment service providers and to business operators, considering the possible introduction of BNPL settlement. Use O-PLUX as the screening engine.

BNPL Packaged Service

BNPL Settlement Package

SaaS-type BNPL system

Release the SaaS-type BNPL system, a BNPL settlement package that can be installed without initial investment.

This is provided not only to payment service providers, but also to EC shopping carts and major EC business operators, etc.

Recurring revenue type

Data Science

Data Science Service

Non-recurring revenue type

Develop and provide data analysis and algorithms using AI, statistics, and mathematical optimization techniques.

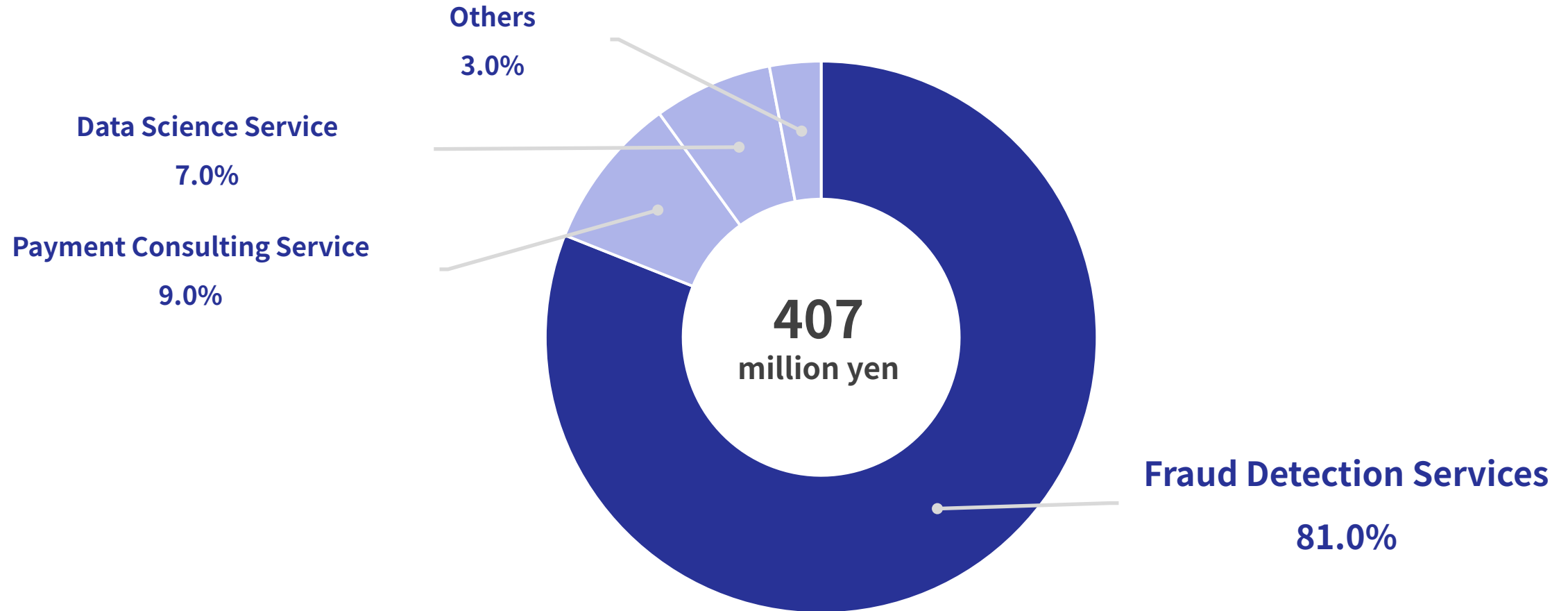
Provide data science services for various sectors, including optimized production planning for manufacturers, demand forecasting for retailers, and preparation of optimized shift rosters for call centers.

Recurring revenue type

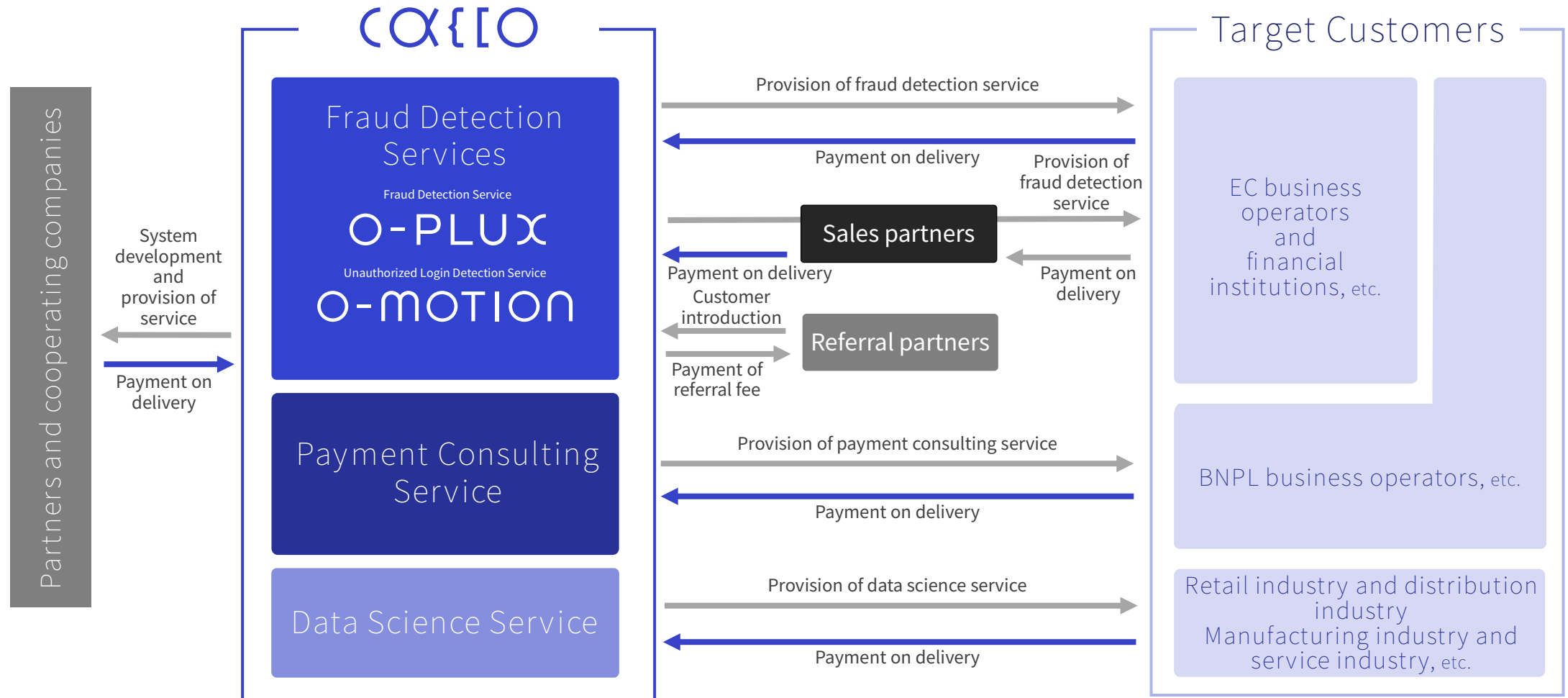
*1 TOKYO SHOKO RESEARCH, LTD., Survey on the number of EC sites in Japan introducing paid fraud detection service, (as of the end of March 2025)

*2 BNPL: Abbreviation for Buy Now Pay Later, post-payment settlement

当社の現在の成長ドライバーは、不正検知サービスとなっており、売上の8割を占める。



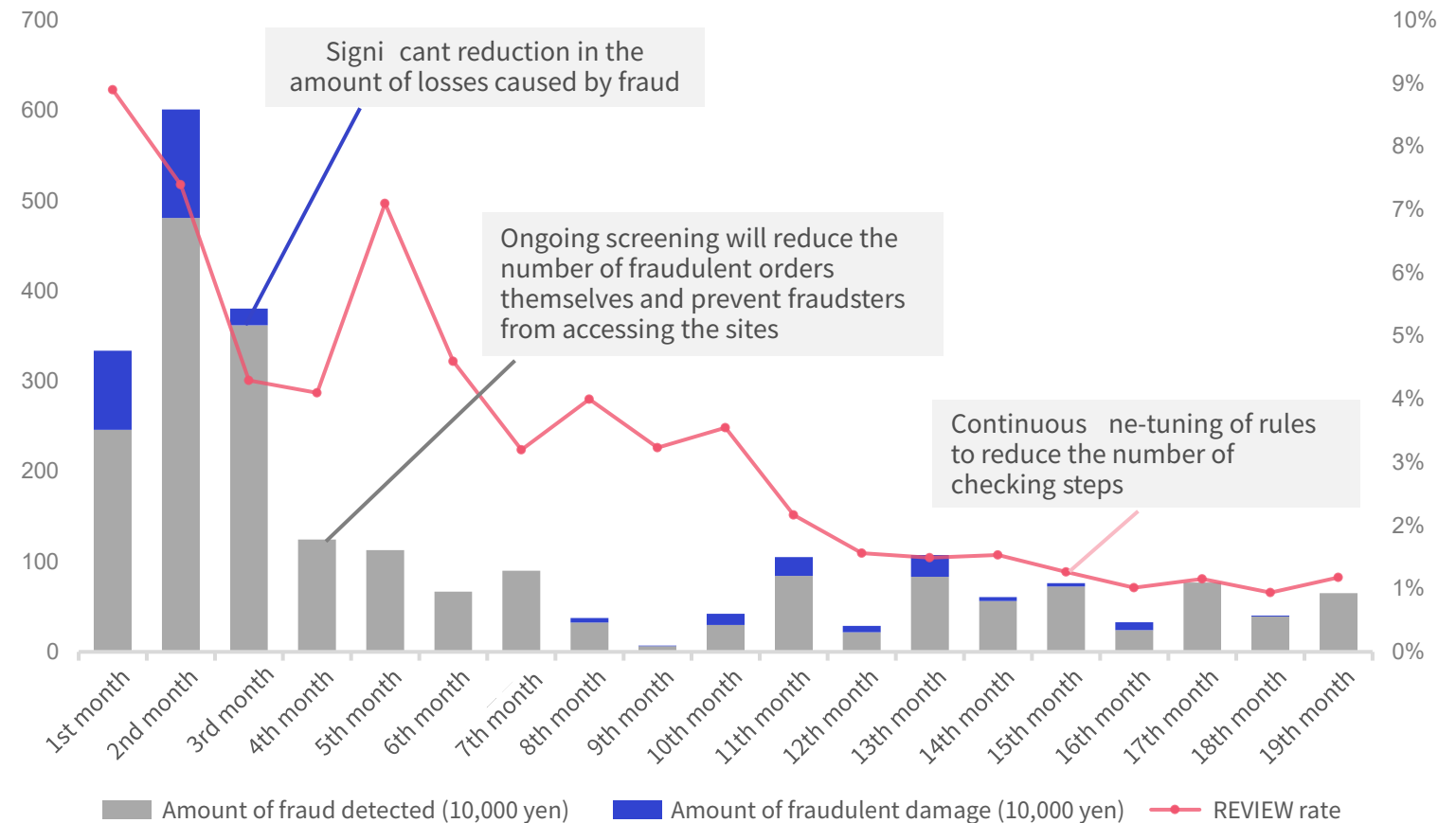
* Others: other sales including sales of SaaS-type BNPL systems.



General retail company <Measures against fraudulent credit card use>

O-PLUX has detected approximately 250 million yen in fraudulent credit card use in EC over a five-year cumulative period.

Annual distribution amount	7 billion yen per year
Challenges faced by customers	Fraudulent use of credit cards in EC (Maximum 10 million yen per month)
Achievement	Detected fraudulent uses worth 100 million yen in the first year of installation Cumulative total of approximately 250 million yen was detected over a period of approximately five years.



* The amount of fraud detected is the total amount of transactions that are confirmed as fraudulent (negative registration) before chargeback due to failed screening results, card attribute discrepancies in REVIEW screening results, and failed identity verification before shipment.

* The REVIEW rate is the ratio of the number of REVIEWS to the total number of screening results. © Cacco Inc.

Kitamura Co., Ltd. < Credit card fraud and resale prevention / Combined with 3D Secure >

Fraudulent order methods have become more sophisticated, and even 3D Secure combined with visual detection takes too much time and effort.

The introduction of O-PLUX with high fraud-detection accuracy enabled the company to eliminate the problem of visual checks.

Problems before Installation

Even with the introduction of 3D Secure, fraudulent use of credit cards still occurred.

Although visual checks were implemented as a countermeasure, the effectiveness was limited due to the increasing sophistication of fraudulent tactics.

Benefits of Installation

- O-PLUX achieved a localized screening process that complemented 3D Secure.
- **No fraudulent credit card use** has been found in transactions with an OK rating.
- The company resolved the problem of visual checks, **reducing the labor-hours equivalent to two dedicated staff members.**



Kitamura Co., Ltd.
[Full Case Study Interview \(Japanese\)](#)

eplus Inc. < Countermeasures against unauthorized logins / Real-time blocking >

Reduced additional authentication cases to one-thirtieth of the usual volume. Achieved both user convenience and protection against unauthorized logins. Zero complaints after implementation. Stable operation even under sudden surges in access.

Problems before Installation

- Considering strengthening measures against unauthorized logins
- Concern that full authentication would have a large impact on users, lowering convenience
- Concern about whether countermeasures would be effective during sudden access surges, such as popular ticket release dates

Benefits of Installation

- Strengthened security through additional authentication, while reducing the number of cases to **one-thirtieth** of the initial estimate
- Achieved countermeasures without sacrificing user convenience, with **zero complaints** after implementation
- Stable operation even during **sudden access surges** such as popular ticket release dates

e+ イープラス



eplus Inc.
[Full Case Study Interview \(Japanese\)](#)

PIA Corporation <Countermeasures against unauthorized logins / Risk-based authentication>



Problems

- The company wanted to take countermeasures against spoofing logins during short periods of concentrated access.
- Since the company has a wide age range of users, it did not want to compromise convenience.

Benefits of Installation

- Implementing O-PLUX has enabled the company to detect mechanical access, resulting in zero spoofing logins.
- Risk-based authentication has allowed the company to take measures without compromising convenience by implementing multi-factor authentication for suspicious users only.



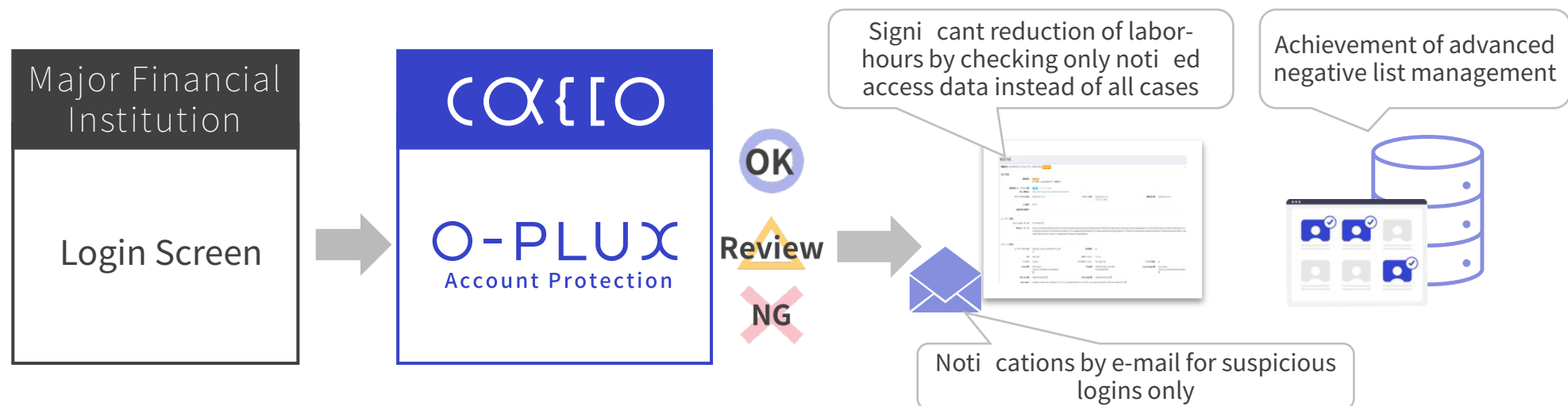
A major financial institution <Unauthorized login monitoring>

Problems

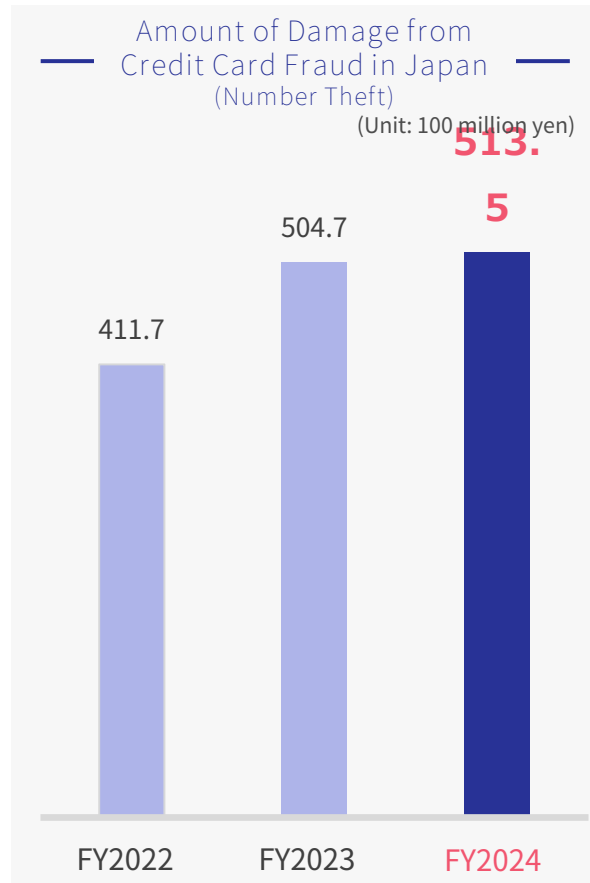
- Logins were recorded but not made visible, causing large quantities of labor-hours to be incurred for login monitoring.
- The company needed to manage not just IP addresses but also a highly accurate negative list.

Benefits of Installation

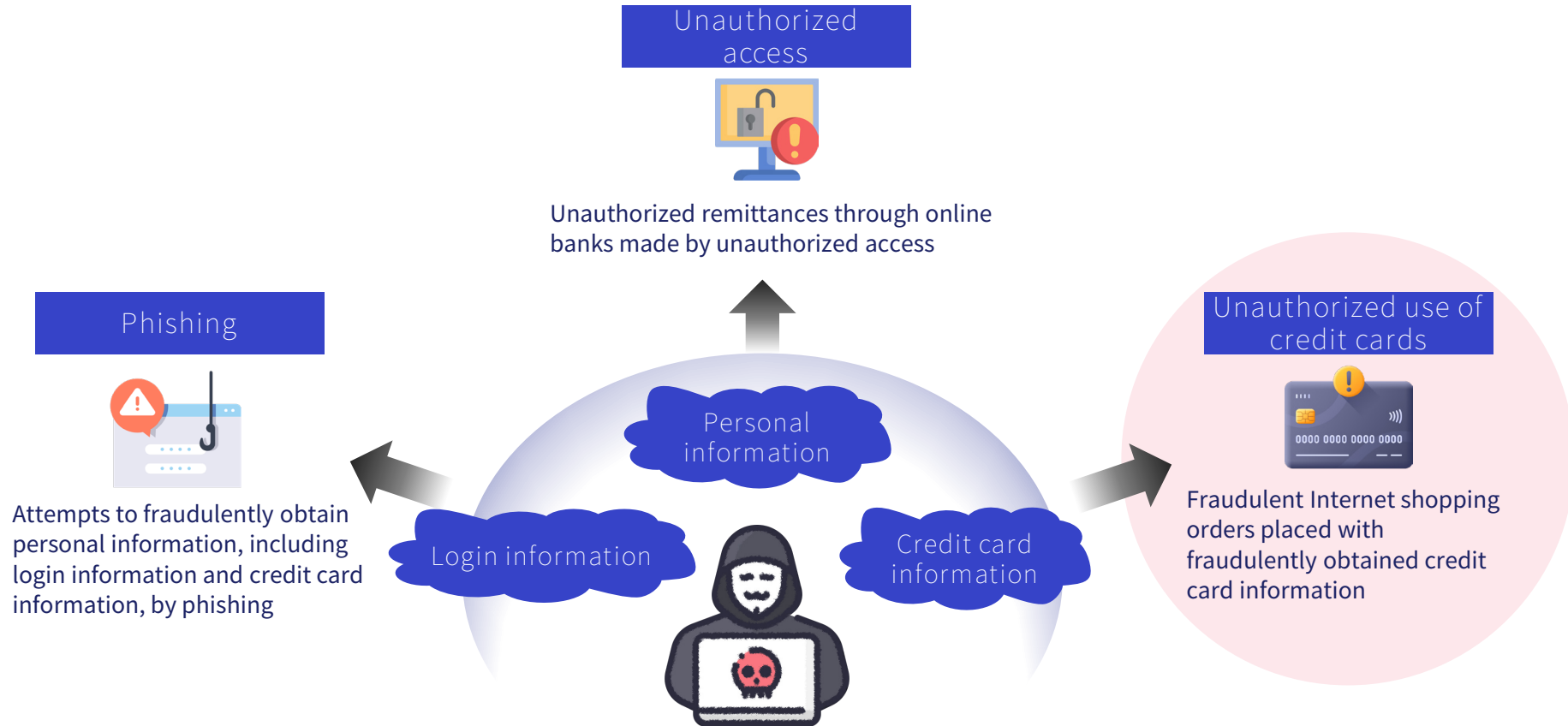
- O-PLUX implementation has made access data visible for each user, significantly reducing the labor-hours required for login monitoring.
- O-PLUX's device identification technology has achieved negative list management that includes not only IP addresses but also device identification information.



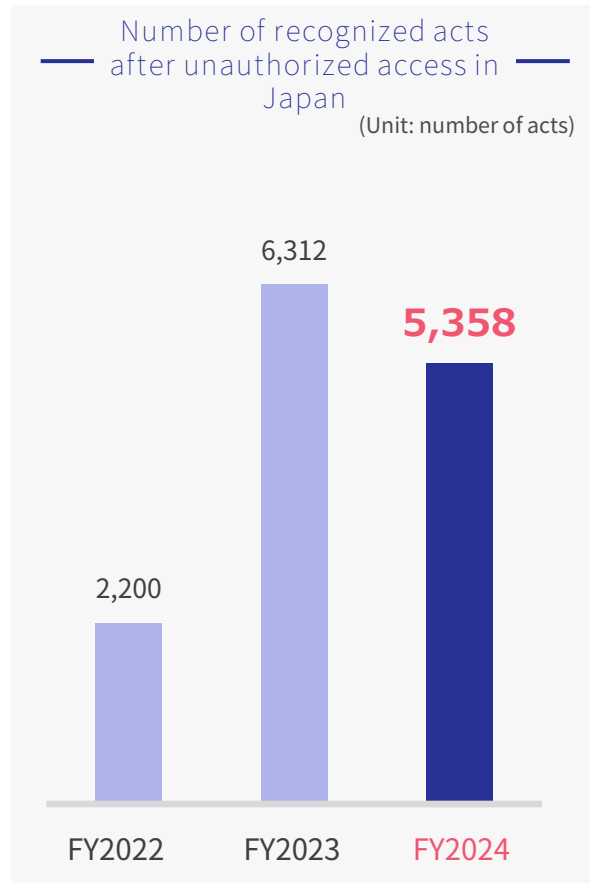
Crimes of fraudulently obtaining and misusing credit card information are rapidly increasing, and the damage from unauthorized use of credit cards (number theft) reached the record high of 51.3 billion yen* in 2024. The needs of EC business operators to take countermeasures against fraud are rapidly expanding.



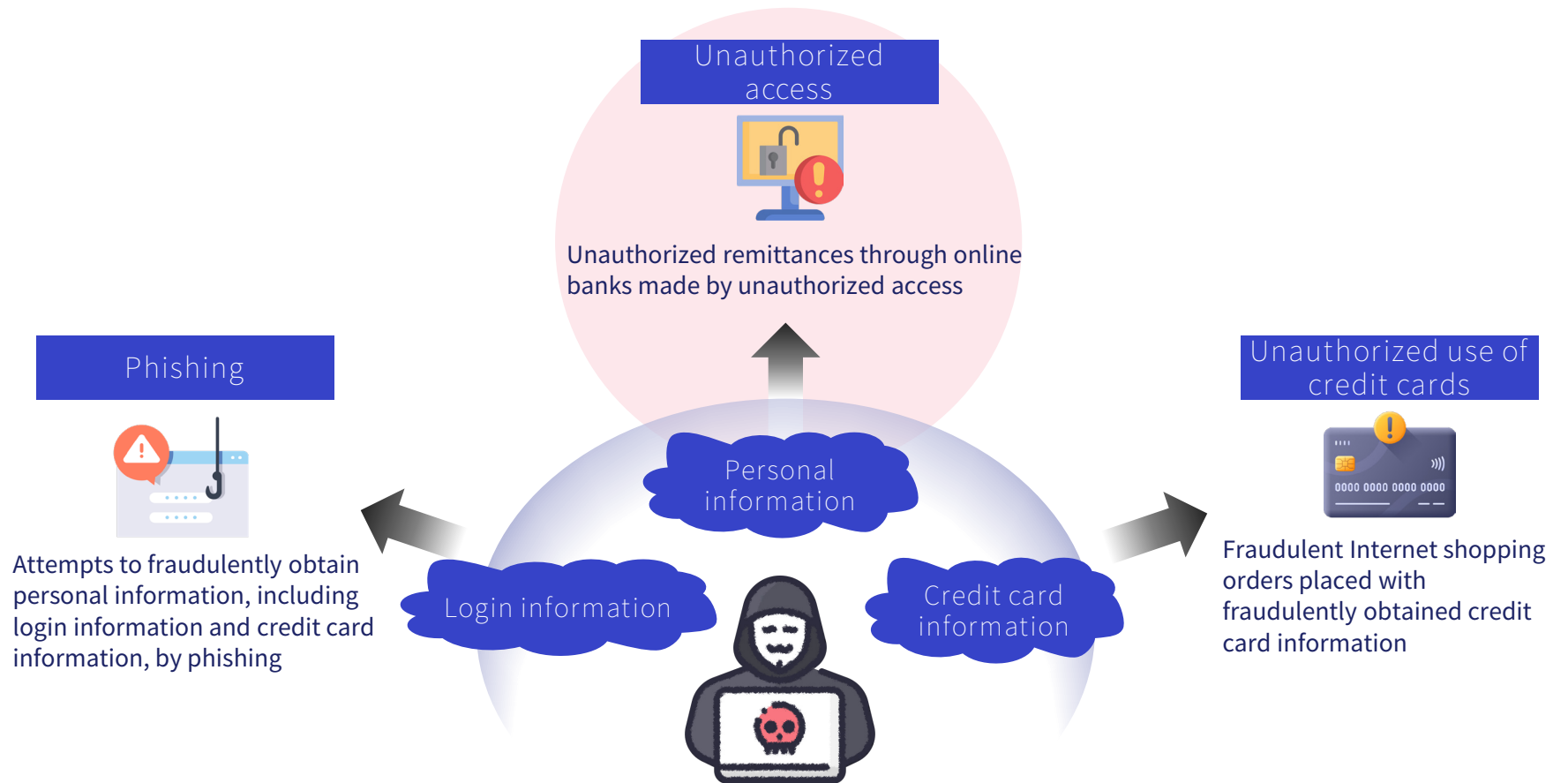
* Japan Consumer Credit Association, Status of Damage from Unauthorized Use of Credit Cards, March 2025



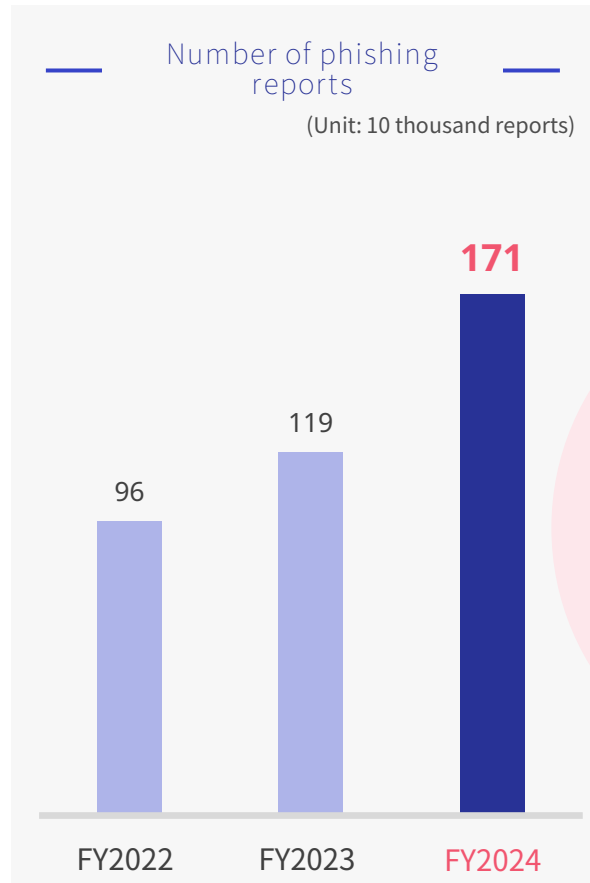
Following a sharp increase in the number of recognized incidents of malicious activities after unauthorized access in Japan since fiscal 2022, there has been a significant expansion in the societal demand for enhanced countermeasures against such threats.



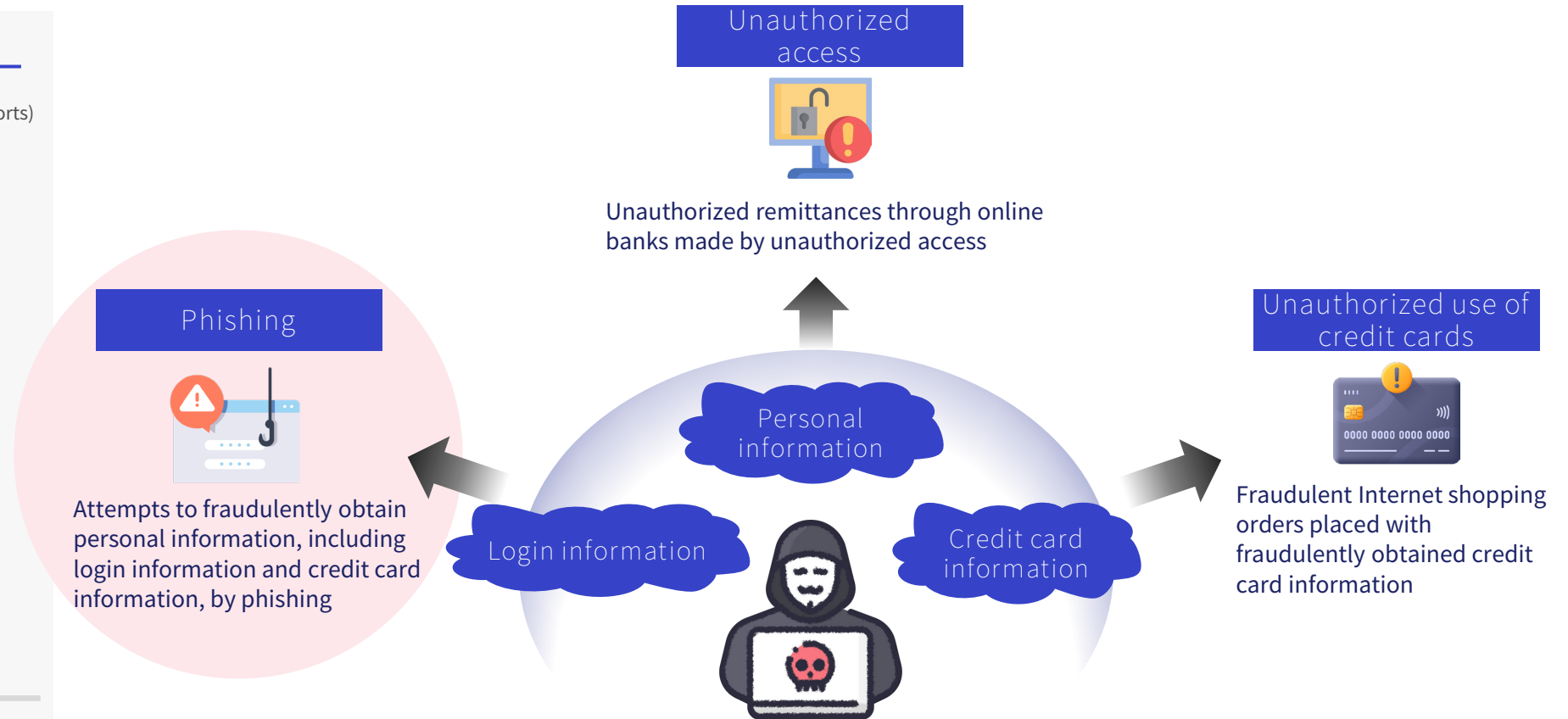
Source: National Police Agency, Ministry of Internal Affairs and Communications, and Ministry of Economy, Trade and Industry, 2023
Status of Research and Development of Technologies for Unauthorized Access and Access Control Functions (FY2023)



The number of phishing reports also increased from 960,000 in 2022 to 1,710,000 in 2024 (YoY +77.3%). The number of fraud crimes involving the misuse of information obtained fraudulently through phishing is skyrocketing, so the need for countermeasures is rising accordingly.

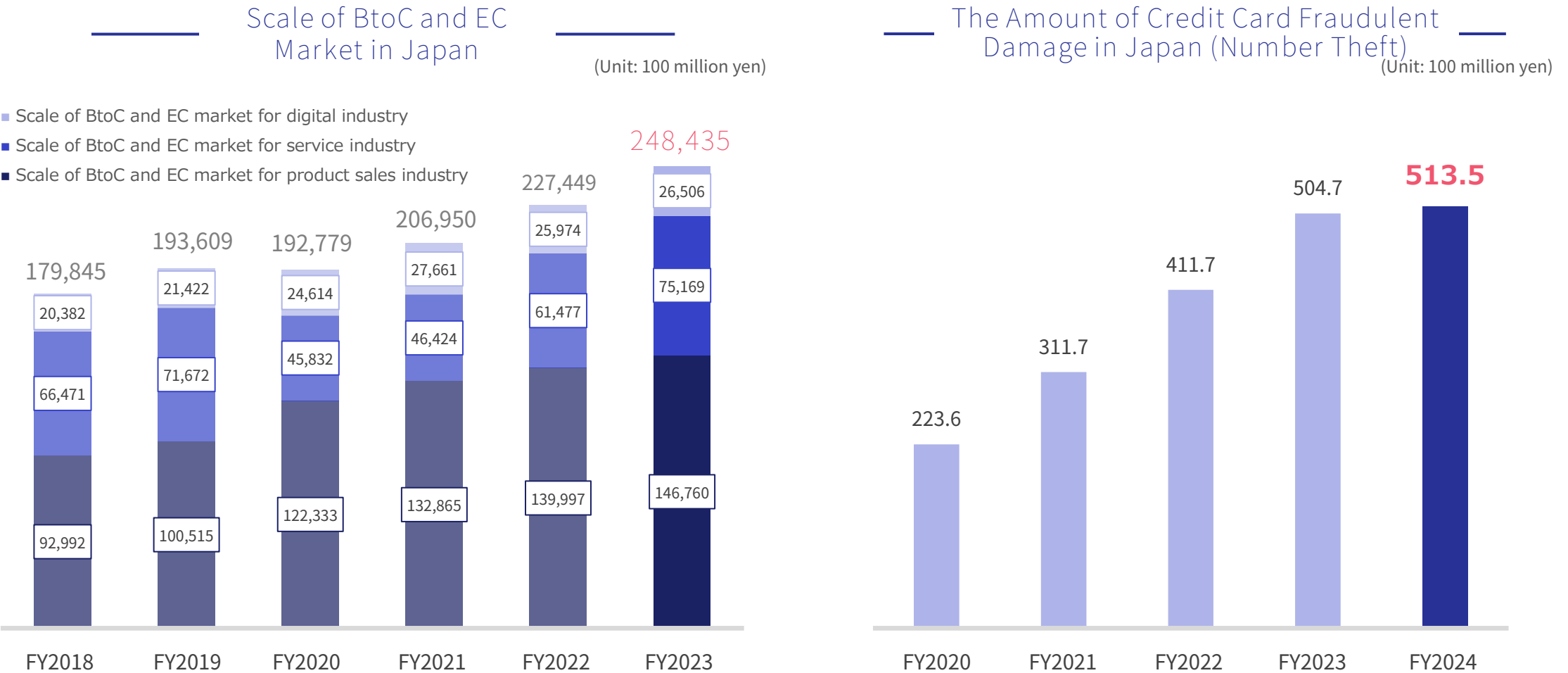


* Source: Council of Anti-Phishing Japan, Number of Phishing Reports



Credit card fraud (number theft) is increasing proportionally with the growth of the EC market.

- Social demand for anti-fraud measures, such as the revision of the Installment Sales Act and publication of the Credit Security Measures Vision 2025, is increasing



Source: Ministry of Economy, Trade and Industry, Commerce and Information Policy Bureau, Information Economy Division, FY2023 Report on Commissioned Industrial and Economic Research (Market Research on Electronic Commerce). Japan Consumer Credit Association, Status of Damage from Unauthorized Use of Credit Cards, March 2025

© Cacco Inc.

1

Expertise in data science and advanced technical capabilities in the security domain

(Three patents obtained: Patent #6534255, Patent #6534256, and Patent #6860156)

2

Top*-selling services in the EC and payment domains in Japan

(* Based on Survey on the number of EC sites in Japan introducing paid fraud detection service (as of the end of March 2024) performed by TOKYO SHOKO RESEARCH, LTD.)

3

Steady Growth in Recurring Revenue from the Core Fraud Detection Service

(Recurring revenue from the fraud detection service accounted for 77.3% of total revenue in FY2025 2Q year-to-date.)

Differentiating Factors in Products

1

High fraud detection accuracy through possession of a large volume of domestic fraudulent order data

* No. 1 in Japan in terms of number of installations

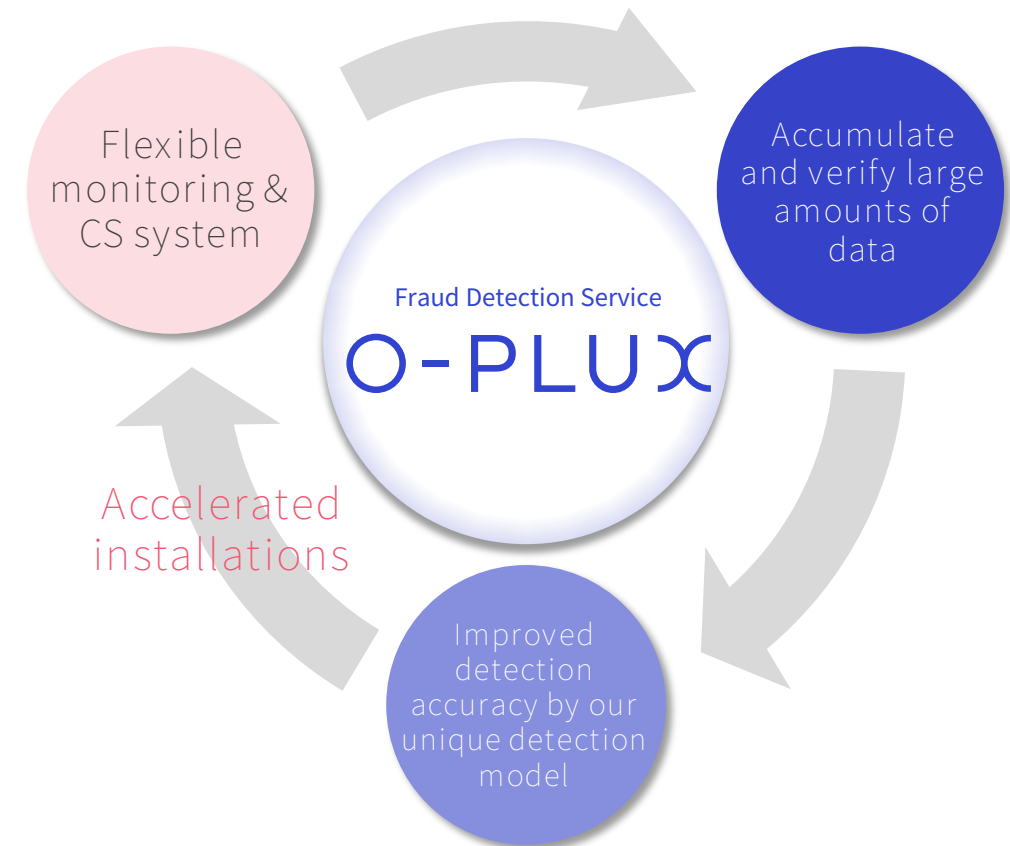
2

Building a unique detection model with data science, security technology, and expertise

3

Speedy and flexible monitoring and support system that only domestic and in-house products can provide

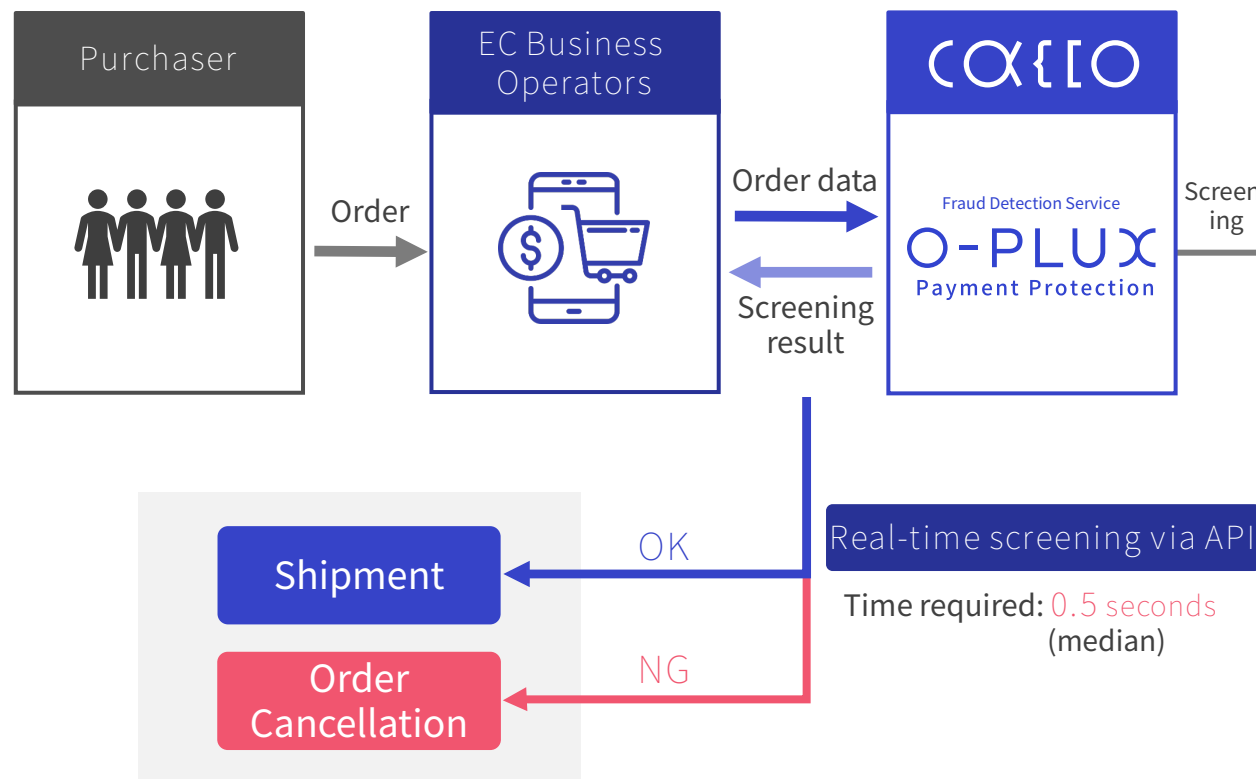
Positive Growth Cycle in which Competitive Advantages are Maintained



* TOKYO SHOKO RESEARCH, LTD., Survey on the number of EC sites in Japan introducing paid fraud detection service, (as of the end of March 2024)

Detects fraudulent orders such as payments in arrears in EC in real time using a unique screening model.

Screening Process



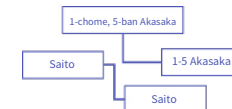
Main Screening Functions

Judgment by e-mail



- Judgment by whether e-mails can be sent
- Detection of e-mail aliases
- Identification of disposable and suspicious domains, etc...

Normalization of name and address notation



- Utilize the same address and last name with different notation after normalization process.
- Detection of mismatch between *kanji* and *furigana* in name

Device Information



- Identification by IP and cookies
- Detection of access from overseas
- Detection of impersonation by a non-Japanese person based on language setting, time zone, etc...

External DB Linkage



- Address verification service (judgment of false addresses)
- Vacancies detection (weekly apartments or hotels)
- Detection of overseas forwarding services
- Validation of phone numbers, etc...

Behavioral Analysis



- Detection of fraudsters by analyzing information and behavioral patterns that are characteristic of fraudsters, such as large numbers of purchases over a short period of time and identity theft.

Shared Negative Data



- Finding matches with the negative database shared among user companies (cumulative total: 110,000 sites)
- Service to detect shop shoppers purchasing products with benefits that are available only to first-time buyers

Fraud detection service O-PLUX Payment Protection can address any type of fraud and protects EC business operators from fraud damage.

		Fraud Detection Service O-PLUX Payment Protection	Competing Service A	Competing Service B	Competing Service C	Competing Service D	Competing Service E	Competing Service F	Competing Service G	Competing Service H
Fraud Type	Chargeback	○	○	×	○	○	○	△	○	○
	Fraudulent resale*	○	×	○	×	×	×	×	×	×
	Credit master attacks	○	○	×	○	○	○	○	×	×
	Frauds involving affiliate programs	○	×	○	×	×	×	×	×	×

*1 Fraudulent orders with which fraudsters obtain products fraudulently in large quantities at a price available only to first-time buyers for the purpose of reselling them.

*2 This information has been independently compiled by our company based on various service websites and materials.

Fraud detection service O-PLUX Payment Protection has been installed in various industries and is the No. 1 solution by number of installations in Japan.*1
It promotes the development of a safe and secure infrastructure for every genre of e-commerce by preemptively preventing losses from fraudulent orders.

Cosmetics and hair care



Hobby



Home appliances



Food and health food



Housing and interiors



Furusato Nozei (hometown tax donation)



Tickets



Apparel and sports



Cameras, online supermarkets, tickets, MVNO, Hosting, and others



*1 TOKYO SHOKO RESEARCH, LTD., Survey on the number of EC sites in Japan introducing paid fraud detection service, (as of the end of March 2025)

*2 Only selected companies with permission to be listed are included. As of end of July 2025.

We will continue to promote partnerships and alliances, eliminate barriers to installation, and expand our sales channels to increase our market share.

EC package, shopping cart and chatbot



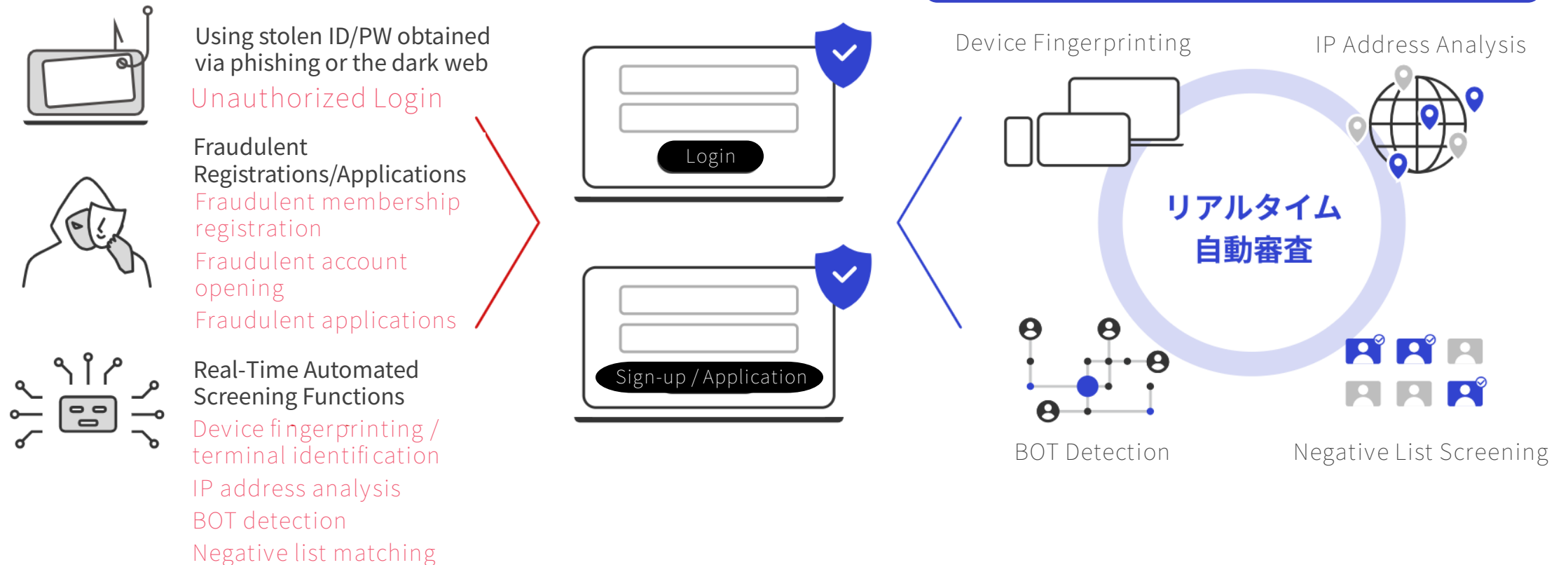
Card companies & payment service providers (PSPs)



* Subscription Store and Tamago Repeat have standard integration via TAG as of the end of July 2025.

*When using standard integrations with each shopping cart system, additional development costs may apply. Please confirm with each system provider.

Analyzes in real time the operational behavior and device information of users who access a website. Identifies impersonation attempts and prevents fraudulent activities resulting from unauthorized access (such as personal information leaks, unauthorized purchases, etc.).



Fraud Detection Service "O-PLUX Account Protection" / Account Takeover Detection Service "O-MOTION" | Clients

Implemented by ticketing platforms, financial institutions, and various point/reward and membership sites.

Ticketing platforms



NFT Game



E-commerce site



Membership site



E-commerce cart system / Shopping cart system



Real Estate Crowdfunding

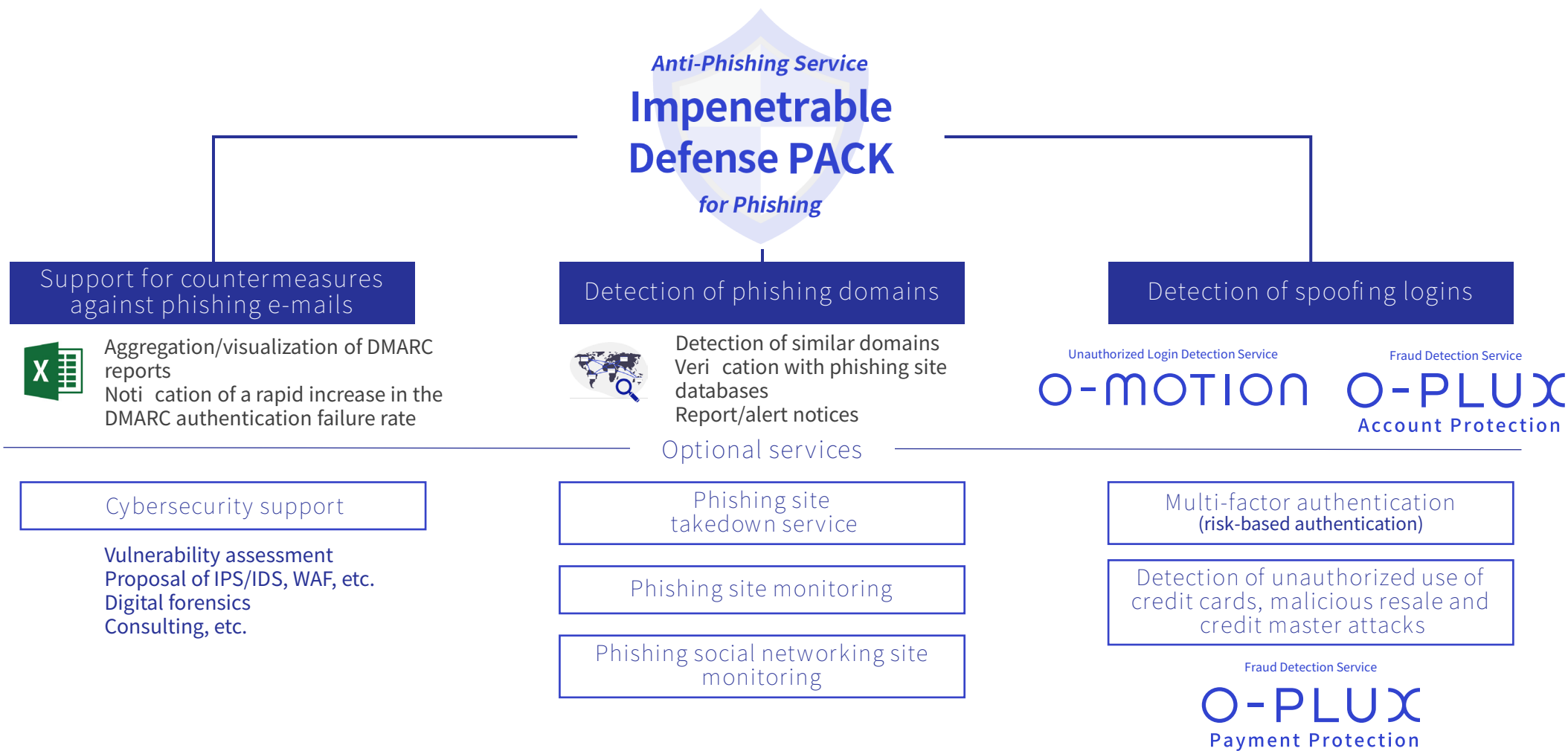


Other clients (undisclosed)

- Major banks
- Online securities companies
- Credit card companies etc.

*Only companies for which publication permission has been obtained are listed (as of the end of July 2025).

A packaged service focusing on countermeasures against phishing with the O-MOTION unauthorized login detection service at its core.



We provide one-stop support for the establishment and launch of BNPL, including service construction, payment system development, and operational support.

We offer the O-PLUX fraud detection service as the screening engine.



Point
1

Experience in setting up and developing systems for multiple BNPL businesses

- Experience in constructing payment systems that handle several million transactions per month
- Experience in supporting the launch of BNPL businesses (business planning, preparation of various requirement definitions, etc.)
- Experience in post-launch support (credit lines, operation process development, etc.)

Point
2

Support from consultants with experience in BNPL operations

Consultants with extensive experience in BNPL operations provide optimal proposals from the customer's perspective.

Point
3

Fraud detection using O-PLUX, the No. 1 solution in terms of the number of installations in Japan*

We have achieved a great deal of success in fraud detection in the financial and settlement fields, where strict accuracy is required. O-PLUX, our fraud detection service, is the No. 1 solution in terms of installation numbers in Japan.*

* Based on Survey on the number of EC sites in Japan introducing paid fraud detection service (as of the end of March 2025) performed by TOKYO SHOKO RESEARCH, LTD.

Based on the technologies of AI, statistics, and mathematical optimization, we develop and provide algorithms that contribute to the core of corporate activities, such as modeling predictions and automation by applying machine learning.

Our approach

SAKIGAKE KPI



Our service includes data aggregation and visualization, factor analysis, KPI calculation, analysis reporting, and subsequent proposals. A data analysis service that provides up to 100 million records in 30 business days at a cost of 2 million yen.

Data Science Branch Office



Data science resources that can be utilized on a monthly contract basis as if it were a company division. It realizes the concept of a data science branch office to meet all kinds of analysis needs at various stages.

Algorithm development



Development of algorithms that seek to increase profits by processing business operations, including optimization beyond the employees' own experience, productivity improvement through automated processing, and forecasting of demand and risk.

Case studies

Optimization

Wall material manufacturer with annual sales of 119 billion yen

Created production plans for 1,700 products and 12 production lanes. Made a production order plan to maximize production volume and minimize losses while observing complex conditions.



Annual cost reductions of up to 130 million yen

Statistics/AI

Stationery manufacturer with annual sales of 5.5 billion yen

Developed algorithms for demand forecasting and production instructions that can maximize profits on calendars, organizers, and stationery. Minimized opportunity losses due to shortages.



70% reduction in sales opportunity losses

Optimization

Call center

Established automatic prediction of demand on a daily and hourly basis for the following month and generated a staffing plan to satisfy multiple constraints such as management indicators, employee work preferences, and working conditions.



Annual cost reductions of 60 million yen

This document may contain projections based on assumptions, forecasts and plans related to the future as of the announcement date. These forward-looking statements are based on information currently available to us and certain assumptions that we consider reasonable, and we do not promise that they will be achieved.

Actual results may differ materially from these forecasts due to various factors in the future, including changes in economic conditions, changes in customer needs and user preferences, competition with other companies, and changes in laws and regulations.

For inquiries and requests for individual interviews, please contact the following IR department.

E-mail: ir@cacco.co.jp

IR website: <https://cacco.co.jp/ir/>



Shaping the Let's Do It
for a next game changer